Euromonitor International

Beer in Hong Kong, China

July 2025

Table of Contents

Beer in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Craft beer continues to grow as consumers value the taste, ingredients, and subscriptions
Traditional beer brands continue to dominate due to price and wide availability
Supermarkets continues to lead off-trade distribution, while the on-trade share rises

PROSPECTS AND OPPORTUNITIES

Shifting consumer tastes and emphasis on health will continue to drive growth for non/low alcohol beer
AI to make inroads in all aspects of beer
Leading players to maintain to their positions, although craft breweries will become more popular as consumers seek new experiences

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2024

CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2019-2024
Table 2 - Sales of Beer by Category: Total Value 2019-2024
Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024
Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024
Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - Sales of Beer by Craft vs Standard 2019-2024
Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024
Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024
Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024
Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029
Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029
Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink-driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-hong-kong-china/report.