



Euromonitor
International

Wine in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers seek premium products, but place value at the forefront
Sake remains in the spotlight
Increased wine consumption overall due to events, improved offline distribution

PROSPECTS AND OPPORTUNITIES

Shift from traditionally popular wines predicted as local drinkers look to expand their wine knowledge
Hong Kong's spirits tax reform will also benefit wine in the local market
Experience-driven tourism will be a main growth driver

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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

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