



Euromonitor
International

Cider/Perry in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifts towards lighter drinks and health-focused lifestyles drive growth for cider/perry
Somersby and Strongbow maintain their leading brand positions
Cider/perry sees its highest sales via supermarkets, with the on-trade accounting for a low share of sales

PROSPECTS AND OPPORTUNITIES

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Regional integration a potential growth driver for local craft cider in Hong Kong
Gen AI to streamline the marketing and production of cider/perry

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Alcoholic Drinks in Hong Kong, China - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
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- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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DISCLAIMER

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