



Asian Speciality Drinks in Hong Kong, China

November 2025

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Asian Speciality Drinks in Hong Kong, China - Category analysis

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2025 DEVELOPMENTS

Healthy image and expanding offer boost sales

INDUSTRY PERFORMANCE

Leading player aligning with health and wellness trend

Not all sugar-free products are equal

WHAT'S NEXT?

Growing interest in TCM could boost sales

Collaborations can help to combine tradition with modern convenience

Nongfu Spring's entrance to intensify competition

COMPETITIVE LANDSCAPE

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CHANNELS

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Soft Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Demand shaped by health and convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness exerts an influence across categories

Rising health consciousness and changing lifestyles

WHAT'S NEXT?

Innovation and diversification helping to drive sales

Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

COMPETITIVE LANDSCAPE

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Vitasoy blends tradition with modern innovation

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