



Euromonitor
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RTD Coffee in Hong Kong, China

November 2025

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[RTD Coffee in Hong Kong, China - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local consumers becoming more open to experimentation in RTD coffee

INDUSTRY PERFORMANCE

Rising demand for convenient and high-quality products

Brands responding to demand for healthy and functional options

WHAT'S NEXT?

RTD coffee expands with premiumisation, catering to discerning consumer tastes

Flavours and cold brews

Nescafé Smooovlatte launches 100% recycled bottles for sustainability

COMPETITIVE LANDSCAPE

Nestlé leads RTD coffee, emphasising innovation and variety

Flavour innovation, health orientation, premiumisation, and sustainability

CHANNELS

Convenience stores drive RTD coffee growth

Potential threat from convenience stores moving into freshly brewed coffee

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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

Swire Coca-Cola Hong Kong leads soft drinks
Vitasoy blends tradition with modern innovation

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Foodservice vs retail split

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SOURCES

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