



**Euromonitor
International**

Fine Wines/Champagne and Spirits in Hong Kong, China

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive performance as consumers seek unique flavours, craft beverages and authentic drinking experiences
Luxury brands drive growth through diversification with limited editions
Physical stores continue to drive sales, but e-commerce helps expand reach

PROSPECTS AND OPPORTUNITIES

Premiumisation and wellness trends to drive future development
Luxury brands to adopt sustainable practices and mindful drinking initiatives
Rising demand for premium drinks to further drive off-trade sales growth

CATEGORY DATA

- Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
- Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
- Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
- Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
- Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
- Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

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Luxury Goods in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

- Table 8 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 9 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 11 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 12 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 14 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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