



Euromonitor
International

Rtds in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation a key factor for consumers as craft RTDs are perceived as good value for money
Established players maintain their leading positions, but craft players rise
Improved distribution infrastructure helps drive growth for retail e-commerce

PROSPECTS AND OPPORTUNITIES

Demand set to rise as product offerings increase and local consumer tastes shift
Potential category-blurring RTDs will be a demand driver
Gen AI set to change the way brands produce and market RTDs

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Alcoholic Drinks in Hong Kong, China - Industry Overview

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- 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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DISCLAIMER

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