



Euromonitor
International

HW Hot Drinks in Hong Kong, China

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Financial pressures limit growth opportunities within health and wellness hot drinks

INDUSTRY PERFORMANCE

Market trends being shaped by new product development and rising health awareness
Consumers remain keen to supplement their diet with fortified hot drinks
Rising health concerns push consumers to cut out sugar from their diet

WHAT'S NEXT

Health and wellness claims could be key to adding value in a challenging market
Fortified and functional claims likely to remain popular
Mixed fortunes predicted for no sugar claims

CATEGORY DATA

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows
Clean label trend fuelling demand for natural and organic claims

WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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