

# Coffee in Hong Kong, China

December 2023

Table of Contents

## Coffee in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Foodservice brands are accessible in the retail channel  
Instant coffee in Hong Kong expands due to efforts by foodservice players  
Strong consumer preference for premium experiences

#### PROSPECTS AND OPPORTUNITIES

Instant coffee may enter period of premiumisation  
Foodservice brands set to partner coffee retailers  
Further push from government to adopt sustainable packaging

#### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2018-2023  
Table 2 - Retail Sales of Coffee by Category: Value 2018-2023  
Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023  
Table 4 - Retail Sales of Coffee by Category: % Value Growth 2018-2023  
Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023  
Table 6 - NBO Company Shares of Coffee: % Retail Value 2019-2023  
Table 7 - LBN Brand Shares of Coffee: % Retail Value 2020-2023  
Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028  
Table 9 - Forecast Retail Sales of Coffee by Category: Value 2023-2028  
Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

## Hot Drinks in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

### MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 14 - Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 15 - Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/coffee-in-hong-kong-china/report](http://www.euromonitor.com/coffee-in-hong-kong-china/report).