

# Spirits in Hong Kong, China

June 2024

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## Spirits in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Improving sales of spirits as Hong Kong reopens to mainland tourists  
Cocktails and returning tourists key factors influencing sales of spirits  
Great penetration of non alcoholic spirits driven by health and wellness trend

#### PROSPECTS AND OPPORTUNITIES

Gradual economic recovery will bolster total volume sales  
Sustainability will continue to be a major driver as consumer tastes further evolve  
Domestic spirits to see increasing demand from both local consumers and tourists

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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