

# Spirits in Hong Kong, China

June 2023

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## Spirits in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Total volume consumption of spirits exceeds the pre-COVID-19 level

Booming RTDs and cocktail culture drives sales of spirits

Non alcoholic spirits becoming more popular as health trend persists

#### PROSPECTS AND OPPORTUNITIES

Locally produced spirits will continue to do well

Removal of pandemic restrictions to bolster sales of spirits

Sustainability rapidly becoming a major trend

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