



HW Hot Drinks in Hong Kong, China

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health awareness and changing attitudes drive demand for low and no added sugar

Other hot drinks producers looking to reach more consumers as demand slows

Players focus on promoting the health benefits of tea through clear labelling and marketing

PROSPECTS AND OPPORTUNITIES

Functional hot drinks likely to spur growth over the forecast period while cold brew products could help producers reach a new audience

Natural and organic claims likely to feature prominently in the growth and development of coffee in Hong Kong

Energy boosting likely to remain an important claim in other hot drinks

MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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