

Concentrates in Hong Kong, China

April 2024

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Concentrates in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant demand presents challenges for concentrates in Hong Kong Pocari Sweat's distribution strategy via convenience stores aids share gain

PROSPECTS AND OPPORTUNITIES

Sluggish demand and lack of product attention to impact concentrates Negative perception mitigates future growth potential

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