

# Asian Speciality Drinks in Hong Kong, China

April 2024

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## Asian Speciality Drinks in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for Asian speciality drinks driven by health-conscious consumers and the return of tourists  
Hung Fok Tong's proactive product and marketing strategy gains attention of returning tourists

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Asian speciality drinks set for steady growth, driven by recovering tourist flows and health-conscious consumers  
Navigating sustainability challenges and packaging alternatives

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