

Juice in Hong Kong, China

April 2024

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Juice in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice drinks gain popularity as consumers seek naturally sweet options for hydration
Kagome leverages health-conscious trend to retain leadership of 100% juice in Hong Kong
iF retains lead in coconut and other plant waters, while expanding its footprint to mainland China

PROSPECTS AND OPPORTUNITIES

Juice in Hong Kong requires product innovation to navigate future challenges
Consumers with active lifestyles likely to favour health-positioned juice options
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