

RTD Coffee in Hong Kong, China

April 2024

Table of Contents

RTD Coffee in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Capitalising on energy needs and affordability amid economic conditions
Plastic bottles gain traction but could be challenged by sustainability concerns
RTD coffee adapts to changing consumer preferences and channel dynamics

PROSPECTS AND OPPORTUNITIES

RTD coffee goes premium amid threat from on-trade channel
Understanding future potential by evaluating threat from neighbouring cities and tourist destinations
Evolving consumer preferences and the rise of sweetened RTD coffee

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023
- Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023
- Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Hong Kong, China

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SOURCES

Summary 1 - Research Sources

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