



Euromonitor
International

Cafés/Bars in Hong Kong, China

March 2026

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2025 DEVELOPMENTS

Continued decline as consumers become more selective about where they spend

INDUSTRY PERFORMANCE

Impact of northbound consumption, changing tourist spending habits and rising economic uncertainty

Independent coffee and tea shops as lifestyleled social spaces

Hybrid operating models gaining traction

WHAT'S NEXT?

Players that lack a clear identity or compelling value proposition are likely to struggle

Consumers look for venues that offer strong value beyond just food and drinks

Consumers will continue to prioritise healthoriented choices

COMPETITIVE LANDSCAPE

Starbucks leads, combining operational consistency with lifestyleled innovation

Independent players are much quicker to respond to evolving consumer trends

Independent operators hold the largest share and play a leading role in shaping the overall landscape

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Consumer Foodservice in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Heightened price sensitivity amid a challenging macroeconomic environment

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INDUSTRY PERFORMANCE

Widespread downtrading across foodservice formats

Operators adapt fulfilment models to manage costs and align with changing consumer behaviour

Experiences and emotional engagement influence consumers' choices

WHAT'S NEXT?

Value growth constrained by persistent price sensitivity

Innovation to focus increasingly on tangible value creation

Sustainability: a secondary but growing consideration

COMPETITIVE LANDSCAPE

Leading chains benefit from strong brand recognition, while independent players are valued for their creativity

Operators focus on portfolio optimisation in 2025

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Market favours operators that clearly communicate value and adapt quickly

Focus on operational efficiency rather than aggressive expansion

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