



Euromonitor
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Beer in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Craft beer continues to grow as consumers value the taste, ingredients, and subscriptions
Traditional beer brands continue to dominate due to price and wide availability
Supermarkets continues to lead off-trade distribution, while the on-trade share rises

PROSPECTS AND OPPORTUNITIES

Shifting consumer tastes and emphasis on health will continue to drive growth for non/low alcohol beer
AI to make inroads in all aspects of beer
Leading players to maintain to their positions, although craft breweries will become more popular as consumers seek new experiences

CATEGORY BACKGROUND

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Alcoholic Drinks in Hong Kong, China - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink-driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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