



Bottled Water in Hong Kong, China

November 2025

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Bottled Water in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water seeing an expanding consumer base

INDUSTRY PERFORMANCE

Still bottled water sales increase

Still natural mineral bottled water sees strong expansion

WHAT'S NEXT?

Emerging diversification in bottled water amid changing consumer preferences

Bonaqua's innovation and community engagement in waste reduction

7-Eleven launches eco-friendly re.fill water bottle ahead of Hong Kong's single-use plastic ban, promoting sustainable alternatives

COMPETITIVE LANDSCAPE

Swire Coca-Cola's Bonaqua emphasises purity and sustainability

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Supermarkets dominates Hong Kong's bottled water sales

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EXECUTIVE SUMMARY

Demand shaped by health and convenience

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INDUSTRY PERFORMANCE

Health and wellness exerts an influence across categories

Rising health consciousness and changing lifestyles

WHAT'S NEXT?

Innovation and diversification helping to drive sales

Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

COMPETITIVE LANDSCAPE

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Vitasoy blends tradition with modern innovation

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