



Concentrates in Hong Kong, China

November 2025

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Concentrates in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Working to adapt to modern demand trends

INDUSTRY PERFORMANCE

Evolving consumer lifestyles pose challenges for concentrates

Concentrates target health conscious demand

WHAT'S NEXT?

Growing interest in premium health-oriented concentrates

Powder concentrates faces decline

Hope in powder hydration mixes

COMPETITIVE LANDSCAPE

Cougar benefits from broad portfolio and extensive distribution

Ribena adapting to health and wellness trend

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Supermarkets targeting health conscious shoppers

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Soft Drinks in Hong Kong, China - Industry Overview

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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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