



# Hot Drinks in Hong Kong, China

February 2026

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Premiumisation supported by demand for health and authenticity

## KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Growth across categories

Demand for premium products

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Upmarket shift in demand

Consumer health consciousness exerting a growing influence

Search for convenience in the midst of hectic modern lifestyles

## COMPETITIVE LANDSCAPE

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Premium ground coffee beans and pods drive growth

### INDUSTRY PERFORMANCE

Premium ground coffee beans and pods drive growth

Fresh ground coffee pods blending quality and convenience

### WHAT'S NEXT?

Premium and convenient options

Growing demand for premium, health-oriented beverages

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## KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

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Emphasis on quality, origin and flavour

### WHAT'S NEXT?

Tea faces challenges from market saturation and shifting preferences

Functional blends targeting health, merging traditional herbal knowledge with modern wellness trends  
Ethical sourcing and innovative packaging

## COMPETITIVE LANDSCAPE

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

Changing landscape in other hot drinks  
Other plant-based hot drinks blending superfoods and clean label convenience  
Sustainable sourcing and clean ingredients

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