



Euromonitor
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Sports Drinks in Hong Kong, China

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Sports Drinks in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Holistic approach to health and wellness providing opportunities for expansion

INDUSTRY PERFORMANCE

Sports drinks thrive, driven by health trends and innovation

Moving beyond athletic recovery

WHAT'S NEXT?

Sports drinks continues to grow, driven by fitness trends

Sports drinks thrives on health, variety, and convenience

Nongfu Spring's Scream targets hydration in competitive market

COMPETITIVE LANDSCAPE

Pocari Sweat leads with high level of brand trust

Gatorade sees dynamism driven by innovation

CHANNELS

Convenience stores dominates sports drink sales, enhancing accessibility and engagement

Brands target convenience stores channel

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Soft Drinks in Hong Kong, China - Industry Overview

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

Swire Coca-Cola Hong Kong leads soft drinks
Vitasoy blends tradition with modern innovation

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