



Euromonitor
International

Rtds in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation a key factor for consumers as craft RTDs are perceived as good value for money
Established players maintain their leading positions, but craft players rise
Improved distribution infrastructure helps drive growth for retail e-commerce

PROSPECTS AND OPPORTUNITIES

Demand set to rise as product offerings increase and local consumer tastes shift
Potential category-blurring RTDs will be a demand driver
Gen AI set to change the way brands produce and market RTDs

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Alcoholic Drinks in Hong Kong, China - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

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Cross-border/private imports

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DISCLAIMER

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