



# Coffee in Hong Kong, China

February 2026

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## Coffee in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

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

Sustainability initiatives by sensory ZERO and 7-Eleven Hong Kong

#### COMPETITIVE LANDSCAPE

Nescafé leads coffee

Innovation targeting evolving consumer tastes

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City'super launches own brand coffee beans

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[Hot Drinks in Hong Kong, China - Industry Overview](#)

#### EXECUTIVE SUMMARY

Premiumisation supported by demand for health and authenticity

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Growth across categories

Demand for premium products

#### WHAT'S NEXT?

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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