



Euromonitor  
International

# Coffee in Hong Kong, China

November 2024

Table of Contents

## Coffee in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Premium instant coffee on the rise, driven by convenience factor  
Gradual shift to foodservice presents risk to at-home demand  
Resurgence of RTD coffee poses heightened competition to coffee players

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends expand into coffee  
Heightened competition offered by incoming foodservice players from northern cities  
Coffee set to become increasingly polarised over forecast period

#### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2019-2024  
Table 2 - Retail Sales of Coffee by Category: Value 2019-2024  
Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2019-2024  
Table 4 - Retail Sales of Coffee by Category: % Value Growth 2019-2024  
Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024  
Table 6 - NBO Company Shares of Coffee: % Retail Value 2020-2024  
Table 7 - LBN Brand Shares of Coffee: % Retail Value 2021-2024  
Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2024-2029  
Table 9 - Forecast Retail Sales of Coffee by Category: Value 2024-2029  
Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029  
Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

## Hot Drinks in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024  
Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024  
Table 14 - Retail Sales of Hot Drinks by Category: Volume 2019-2024  
Table 15 - Retail Sales of Hot Drinks by Category: Value 2019-2024  
Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024  
Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024  
Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024  
Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024  
Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024  
Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024  
Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024  
Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024  
Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024  
Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024  
Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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