



Spirits in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits tax reform drives growth as consumer mindset shifts towards immediate consumption rather than collection or speculation
Leading players maintain their positions, although craft distilleries are slowly becoming more popular
Supermarkets maintains its dominance; the on-trade share remains lower than in the past

PROSPECTS AND OPPORTUNITIES

Sustainability set to remain a strong driver of growth
Spirits tax reform and economic recovery will be drivers of future growth
Locally produced spirits set to increase in demand among both local consumers and tourists

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 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

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Contraband/parallel trade
Duty free
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