



Euromonitor  
International

# Hot Drinks in Hong Kong, China

February 2026

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## Hot Drinks in Hong Kong, China

### 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

Nestlé retains clear lead

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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

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Functional blends targeting health, merging traditional herbal knowledge with modern wellness trends  
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### WHAT'S NEXT?

Changing landscape in other hot drinks  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hot-drinks-in-hong-kong-china/report](http://www.euromonitor.com/hot-drinks-in-hong-kong-china/report).