



**Euromonitor  
International**

# Hot Drinks in Hong Kong, China

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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- 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

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- Health and wellness trends expand into coffee
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## Tea in Hong Kong, China

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Flavour and product innovation thrive in highly competitive landscape

Novel formats generate interest to further drive growth

Functional teas generate consumer interest amid health and wellness trends

### PROSPECTS AND OPPORTUNITIES

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## Other Hot Drinks in Hong Kong, China

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Health and wellness trend influences performance of other hot drinks

RTD chocolate and malt-based beverages pose heightened competition

Ovaltine refreshes image through partnerships with other brands

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