



# Soft Drinks in Hong Kong, China

November 2025

[Table of Contents](#)

## EXECUTIVE SUMMARY

Demand shaped by health and convenience

## KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Health and wellness exerts an influence across categories

Rising health consciousness and changing lifestyles

## WHAT'S NEXT?

Innovation and diversification helping to drive sales

Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

## COMPETITIVE LANDSCAPE

Swire Coca-Cola Hong Kong leads soft drinks

Vitasoy blends tradition with modern innovation

## CHANNELS

Supermarkets remains dominant

Convenience stores expanding rapidly in soft drinks

Foodservice vs retail split

## MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030  
Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030  
Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030  
Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030  
Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030  
Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030  
Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030  
Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

## APPENDIX

Fountain sales in Hong Kong, China

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

[Bottled Water in Hong Kong, China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Bottled water seeing an expanding consumer base

### INDUSTRY PERFORMANCE

Still bottled water sales increase

Still natural mineral bottled water sees strong expansion

### WHAT'S NEXT?

Emerging diversification in bottled water amid changing consumer preferences

Bonaqua's innovation and community engagement in waste reduction

7-Eleven launches eco-friendly re.fill water bottle ahead of Hong Kong's single-use plastic ban, promoting sustainable alternatives

### COMPETITIVE LANDSCAPE

Swire Coca-Cola's Bonaqua emphasises purity and sustainability

Danone's brands gaining share

### CHANNELS

Supermarkets dominates Hong Kong's bottled water sales

Important role for private label

### CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025  
Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025  
Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025  
Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025  
Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025  
Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025  
Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025  
Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025  
Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030  
Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030  
Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030  
Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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Carbonates in Hong Kong, China

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness increasingly shaping demand

INDUSTRY PERFORMANCE

Varied performance across carbonates  
Carbonates sees growth in health conscious categories

WHAT'S NEXT?

Opportunities amid slowing retail growth  
Swire Coca-Cola leads digital transformation in carbonates  
Sustainability initiatives shapes carbonates market

COMPETITIVE LANDSCAPE

Swire Coca-Cola Hong Kong navigates competitive challenges  
Strategic focus on event sponsorship and experiential marketing

CHANNELS

On-trade a critical driver of sales  
Convenience stores innovative and dynamic

CATEGORY DATA

- Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025
- Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025
- Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025
- Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025
- Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025
- Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025
- Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025
- Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025
- Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025
- Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025
- Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025
- Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025
- Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025
- Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025
- Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030
- Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030
- Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030
- Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030
- Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030
- Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

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Concentrates in Hong Kong, China

KEY DATA FINDINGS

2025 DEVELOPMENTS

Working to adapt to modern demand trends

## INDUSTRY PERFORMANCE

Evolving consumer lifestyles pose challenges for concentrates

Concentrates target health conscious demand

## WHAT'S NEXT?

Growing interest in premium health-oriented concentrates

Powder concentrates faces decline

Hope in powder hydration mixes

## COMPETITIVE LANDSCAPE

Cougar benefits from broad portfolio and extensive distribution

Ribena adapting to health and wellness trend

## HANNELS

Supermarkets is the leading distribution channel

Supermarkets targeting health conscious shoppers

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

## CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Juice in Hong Kong, China](#)

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Juice players targeting rise in consumer health awareness

## INDUSTRY PERFORMANCE

Health trends drive demand for natural and exotic options

Coconut and other plant waters benefits from demand for natural hydration

## WHAT'S NEXT?

Juice posed for steady growth amid rising demand for healthier beverages

Kagome strengthens presence in Hong Kong with healthy vegetable beverages and sustainable innovations

Hong Kong-based juice manufacturer enhances consumer transparency

## COMPETITIVE LANDSCAPE

AS Watson leads with Mr Juicy and iF

Mr Juicy and iF utilise innovation and segmentation

## CHANNELS

Supermarkets dominates off-trade distribution

Expansion in convenience stores and online

## CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Hong Kong, China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Local consumers becoming more open to experimentation in RTD coffee

## INDUSTRY PERFORMANCE

Rising demand for convenient and high-quality products

Brands responding to demand for healthy and functional options

## WHAT'S NEXT?

RTD coffee expands with premiumisation, catering to discerning consumer tastes

Flavours and cold brews

Nescafé Smooovlatte launches 100% recycled bottles for sustainability

## COMPETITIVE LANDSCAPE

Nestlé leads RTD coffee, emphasising innovation and variety

Flavour innovation, health orientation, premiumisation, and sustainability

## CHANNELS

Convenience stores drive RTD coffee growth

Potential threat from convenience stores moving into freshly brewed coffee

## CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### RTD Tea in Hong Kong, China

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea aligns with prevailing demand trends

#### INDUSTRY PERFORMANCE

RTD tea grows steadily with health trends

Innovative flavours and premium options

#### WHAT'S NEXT?

Increased demand for low-sugar, functional RTD teas

Combinations of traditional tea with tropical fruits

Nongfu Spring enters RTD tea in Hong Kong

#### COMPETITIVE LANDSCAPE

Vitasoy leads RTD tea

Balancing tradition and innovation

#### CHANNELS

Supermarkets dominates

Convenience stores sees strong growth

#### CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Energy Drinks in Hong Kong, China

#### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Brands driving growth

## INDUSTRY PERFORMANCE

Flavour innovations help to drive sales

Customising consumption occasions

## WHAT'S NEXT?

Evolving consumer preferences and strategies

Targeting distinct consumption occasions

Monster Energy thrives on unique flavours and innovation

## COMPETITIVE LANDSCAPE

Red Bull continues to dominate energy drinks

Red Bull maintains focus on innovation and adaptation

## CHANNELS

Convenience stores lead sales with strategic promotions and impulse buys

Supermarkets and convenience stores provide complementary services

## CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Hong Kong, China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Holistic approach to health and wellness providing opportunities for expansion

### INDUSTRY PERFORMANCE

Sports drinks thrive, driven by health trends and innovation

Moving beyond athletic recovery

### WHAT'S NEXT?

Sports drinks continues to grow, driven by fitness trends

Sports drinks thrives on health, variety, and convenience

Nongfu Spring's Scream targets hydration in competitive market

### COMPETITIVE LANDSCAPE

Pocari Sweat leads with high level of brand trust

Gatorade sees dynamism driven by innovation



## CHANNELS

Convenience stores dominates sports drink sales, enhancing accessibility and engagement  
Brands target convenience stores channel

## CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025  
Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025  
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025  
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025  
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025  
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025  
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025  
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025  
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030  
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030  
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030  
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Asian Speciality Drinks in Hong Kong, China](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Healthy image and expanding offer boost sales

### INDUSTRY PERFORMANCE

Leading player aligning with health and wellness trend  
Not all sugar-free products are equal

### WHAT'S NEXT?

Growing interest in TCM could boost sales  
Collaborations can help to combine tradition with modern convenience  
Nongfu Spring's entrance to intensify competition

### COMPETITIVE LANDSCAPE

Major Asian speciality drinks players taking up greater shelf space  
New entrants disrupting the landscape

## CHANNELS

Supermarkets leads off-trade distribution  
Strong growth for convenience stores

## CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025  
Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025  
Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025  
Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025  
Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025  
Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025  
Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025  
Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

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