



Euromonitor  
International

# Asian Speciality Drinks in Hong Kong, China

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## Asian Speciality Drinks in Hong Kong, China - Category analysis

### 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

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Strong growth for convenience stores

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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  
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