



Fine Wines/Champagne and Spirits in Hong Kong, China

October 2024

Fine Wines/Champagne and Spirits in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales finally exceed pre-pandemic levels, while physical stores remain dominant

Fine wines remains the largest subcategory

Moët Hennessy Diageo Hong Kong Ltd retains lead despite share decline

PROSPECTS AND OPPORTUNITIES

Continued growth supported by changing habits and health trend

Further growth for fine wines

Opportunities in cocktail trend

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Luxury Goods in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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