



**Euromonitor
International**

Energy Drinks in Hong Kong, China

November 2025

Table of Contents

Energy Drinks in Hong Kong, China - Category analysis

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 1 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

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Soft Drinks in Hong Kong, China - Industry Overview

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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Hong Kong, China

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SOURCES

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