



Rtds in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation a key factor for consumers as craft RTDs are perceived as good value for money

Established players maintain their leading positions, but craft players rise

Improved distribution infrastructure helps drive growth for retail e-commerce

PROSPECTS AND OPPORTUNITIES

Demand set to rise as product offerings increase and local consumer tastes shift

Potential category-blurring RTDs will be a demand driver

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Retail developments

On-trade vs off-trade split

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Legal purchasing age and legal drinking age

Drink-driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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