



# Cafés/Bars in Hong Kong, China

March 2024

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## Cafés/Bars in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continuously fragmenting coffee scene, with taste remaining the determinant factor in purchases

Bars/pubs struggles to regain momentum, with challenges from weakened demand

Specialist coffee shops expand to retail through RTD to increase touchpoints

#### PROSPECTS AND OPPORTUNITIES

Enhancing loyalty is a priority in the face of continuous fragmentation in Hong Kong

Elevating the bar/pub experience with strong storytelling will be key to differentiate and survive

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