



Wine in Hong Kong, China

June 2024

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Wine in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sales continue to rise, supported by Hong Kong's economic recovery
Further growth for sake as locals continue to enjoy Japanese products

PROSPECTS AND OPPORTUNITIES

Subscription services as effective introduction for newer wine drinkers
Shift from traditionally popular wines predicted as local drinkers look to expand their knowledge
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