



Spirits in Hong Kong, China

June 2024

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Spirits in Hong Kong, China - Category analysis

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2023 DEVELOPMENTS

Improving sales of spirits as Hong Kong reopens to mainland tourists
Cocktails and returning tourists key factors influencing sales of spirits
Great penetration of non alcoholic spirits driven by health and wellness trend

PROSPECTS AND OPPORTUNITIES

Gradual economic recovery will bolster total volume sales
Sustainability will continue to be a major driver as consumer tastes further evolve
Domestic spirits to see increasing demand from both local consumers and tourists

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