

# Wine in Hong Kong, China

June 2023

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# Wine in Hong Kong, China - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Local consumption continues to rebound as the pandemic situation improves Sake maintains its growth momentum

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Alternative/premium wines to take their spot in the limelight

Expansion expected for sustainable wine

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# Alcoholic Drinks in Hong Kong, China - Industry Overview

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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