

Juice in Hong Kong, China

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice drinks gain popularity as consumers seek naturally sweet options for hydration
Kagome leverages health-conscious trend to retain leadership of 100% juice in Hong Kong
iF retains lead in coconut and other plant waters, while expanding its footprint to mainland China

PROSPECTS AND OPPORTUNITIES

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Soft Drinks in Hong Kong, China - Industry Overview

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