

Cafés/Bars in Hong Kong, China

March 2024

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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
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