

# Beer in Hong Kong, China

June 2023

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## Beer in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Recovery in the on-trade combined with a strong off-trade performance leads to improvement in total volume sales

Local drinkers continue to pursue premium local flavours

Low alcohol and non alcoholic beer firmly in the spotlight

#### PROSPECTS AND OPPORTUNITIES

Beer set to go from strength to strength as the city reopens

Leading players will maintain their positions

Non alcoholic beer set to boom as consumers enjoy an increasing selection

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