

Cider/Perry in Hong Kong, China

June 2023

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Cider/Perry in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry shows modest growth

Flavour variety increases as more brands are imported

Cider/perry benefits from the shift towards lower alcohol and moderation

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Cider/perry likely to face competition from non alcoholic drinks

Craft cider has breakthrough potential, as trends strongly resemble those in craft beer

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