

Spirits in Hong Kong, China

June 2023

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2022 DEVELOPMENTS

Total volume consumption of spirits exceeds the pre-COVID-19 level

Booming RTDs and cocktail culture drives sales of spirits

Non alcoholic spirits becoming more popular as health trend persists

PROSPECTS AND OPPORTUNITIES

Locally produced spirits will continue to do well

Removal of pandemic restrictions to bolster sales of spirits

Sustainability rapidly becoming a major trend

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