



Euromonitor
International

Hot Drinks in Hong Kong, China

February 2026

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EXECUTIVE SUMMARY

Premiumisation supported by demand for health and authenticity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth across categories

Demand for premium products

WHAT'S NEXT?

Upmarket shift in demand

Consumer health consciousness exerting a growing influence

Search for convenience in the midst of hectic modern lifestyles

COMPETITIVE LANDSCAPE

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Unilever seeing growth on back of string tea offer

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E-commerce supports market responsiveness to evolving trends

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Premium ground coffee beans and pods drive growth

INDUSTRY PERFORMANCE

Premium ground coffee beans and pods drive growth

Fresh ground coffee pods blending quality and convenience

WHAT'S NEXT?

Premium and convenient options

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[Tea in Hong Kong, China](#)

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INDUSTRY PERFORMANCE

Consumer interest in premium, convenient, and health-focused tea

Emphasis on quality, origin and flavour

WHAT'S NEXT?

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Functional blends targeting health, merging traditional herbal knowledge with modern wellness trends
Ethical sourcing and innovative packaging

COMPETITIVE LANDSCAPE

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[Other Hot Drinks in Hong Kong, China](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Shift towards healthier, plant-based options
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WHAT'S NEXT?

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