Euromonitor International

# Juice in Hong Kong, China

November 2025

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## Juice in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice players targeting rise in consumer health awareness

INDUSTRY PERFORMANCE

Health trends drive demand for natural and exotic options

Coconut and other plant waters benefits from demand for natural hydration

WHAT'S NEXT?

Juice posed for steady growth amid rising demand for healthier beverages

Kagome strengthens presence in Hong Kong with healthy vegetable beverages and sustainable innovations

Hong Kong-based juice manufacturer enhances consumer transparency

COMPETITIVE LANDSCAPE

AS Watson leads with Mr Juicy and iF

Mr Juicy and iF utilise innovation and segmentation

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Expansion in convenience stores and online

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Demand shaped by health and convenience

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Health and wellness exerts an influence across categories

Rising health consciousness and changing lifestyles

WHAT'S NEXT?

Innovation and diversification helping to drive sales

Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

COMPETITIVE LANDSCAPE

Swire Coca-Cola Hong Kong leads soft drinks

Vitasoy blends tradition with modern innovation

CHANNELS

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Convenience stores expanding rapidly in soft drinks

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