

Carbonates in Hong Kong, China

April 2024

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Carbonates in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates leverage on-trade momentum as pandemic restrictions ease Reduced sugar carbonates continue to surge as consumers prioritise wellness Demand for carbonates in plastic bottles surges from on-the-go consumers

PROSPECTS AND OPPORTUNITIES

Channel shift towards on-trade and convenience store sales as consumers demand convenience Success of reduced sugar carbonates due to health and wellness trend to ignite competition in Hong Kong Swire Coca-Cola takes customer engagement to new heights with its Coke+ loyalty programme

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