

Concentrates in Hong Kong, China

November 2022

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Concentrates in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Concentrates remains stagnant with limited new product development
Liquid concentrates continues to drive value sales
Consumers increasingly move away from concentrates as they value convenience

PROSPECTS AND OPPORTUNITIES

Demand for concentrates expected to remain sluggish
Low consumer appetite for concentrates
Minimal new product development likely over forecast period

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