

Drinking Milk Products in Hong Kong, China

September 2022

Table of Contents

Drinking Milk Products in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Drinking milk retail sales shrink as home seclusion eases

Meiji launches lactose-free drinking milk

Drinking milk players adopt localism approach

PROSPECTS AND OPPORTUNITIES

The emergence of ESL milk in Hong Kong

The rise of Hong Kong's coffee culture

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 2 - Sales of Drinking Milk Products by Category: Value 2017-2022

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

Chart 1 - Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

Chart 2 - Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 - Penetration of Private Label by Category: % Value 2017-2022

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-hong-kong-china/report.