

Juice in Hong Kong, China

November 2022

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Juice in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Juice returns to declining trend following 2021's increase
Premiumisation of juice as consumers search for better quality options
New flavour development to respond to wanderlust locals by providing novelty and excitement

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Continuous consumer education on health benefits and functionality will remain key for growth
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