



# Beer in Hong Kong, China

June 2024

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## Beer in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On-trade beer continues recovery as rising number of public events pushes up totals

Local consumers increasingly prefer craft beer due to familiarity of flavours

Health and wellness awareness and initiatives drive non alcoholic beer's growth

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for beer as category continues to innovate and expand

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