



Euromonitor
International

Spirits in Hong Kong, China

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2023 DEVELOPMENTS

Improving sales of spirits as Hong Kong reopens to mainland tourists
Cocktails and returning tourists key factors influencing sales of spirits
Great penetration of non alcoholic spirits driven by health and wellness trend

PROSPECTS AND OPPORTUNITIES

Gradual economic recovery will bolster total volume sales
Sustainability will continue to be a major driver as consumer tastes further evolve
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