

Voluntary Report – Voluntary - Public Distribution

Date: May 14, 2026

Report Number: HK2026-0015

Report Name: The Shifting Wine Landscape in Hong Kong

Country: Hong Kong

Post: Hong Kong

Report Category: Agriculture in the News, Market Development Reports, Product Brief, Wine

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Report Highlights:

Following the 2008 elimination of wine duties, Hong Kong rapidly evolved into a leading global wine hub and the ninth largest export market for U.S. wine. Despite economic headwinds, import values rose in 2025 with the average unit price of retained imports surging by 16.9 percent and accelerating in early 2026. However, Hong Kong's wine market is increasingly polarized. Import volumes declined in 2025 as a result of eroding middle-market spending and consumers are splitting between entry-level value and 'blue-chip' investment labels. For mid-sized U.S. estates, this presents a distinct challenge. To capture market share and compete globally, U.S. vintners must pivot their strategic focus toward brand literacy. Educating consumers on the distinct quality and narrative of U.S. wines is essential for capturing and sustaining market share in Asia's premium wine hub.

SECTION I. MARKET OVERVIEW

(A) U.S. Wine Exports

Despite a modest decline in 2025, the United States has remained a stable and reliable supplier of wine to Hong Kong. U.S. wine exports to Hong Kong totaled \$25.8 million in 2025, down 2.2 percent from the previous year. Hong Kong continues to be an important destination for U.S. wines, ranking as the ninth-largest export market for U.S. wine globally.

In the first quarter of 2026, U.S. wine exports declined across major markets, with global exports falling 23.4 percent year-over-year to \$194.3 million. Exports to Hong Kong saw a steeper decline, dropping 43 percent to \$6 million over the same period, driven by Australian wines reclaiming market share following the removal of China's anti-dumping tariffs and U.S. wine re-exports facing retaliatory tariffs in China, resulting in Hong Kong importers increasingly diversifying their portfolios away from U.S. wines to mitigate distribution risks.

This first-quarter performance reflects near-term market pressures, while Hong Kong's 2025 ranking underscores its continued importance as a leading destination for U.S. wine exports.

Table 1. U.S. Wine Exports by Country (Million USD)

	2021	2022	2023	2024	2025	% Change 2025 vs 2024
	<i>Pandemic Years</i>					
World Total	1,456	1,470.2	1,228.5	1,268.9	830.8	-34.5
1. United Kingdom	212.2	173.2	144.1	164	144.7	- 11.7
2. Canada	514.5	507.2	443	459.6	102.9	- 77.6
3. Japan	84.8	109.3	89.6	80.1	89	11.1
4. South Korea	75.9	89.5	67.8	52.8	53.1	0.5
5. Denmark	38.7	45.6	33.5	34.2	31.6	-7.6
6. France	41.2	43	23.2	30	29.8	- 0.6
7. Mexico	23.7	29.6	26	25.4	27.1	6.6
8. China	38.6	33.5	63.9	95.8	26.3	- 72.5
9. Hong Kong	76.8	59.8	38.7	26.4	25.8	- 2.2
10. Dominican Republic	20.1	20.6	22.7	26.8	25.5	- 4.8

Source: U.S. Census Bureau Trade Data

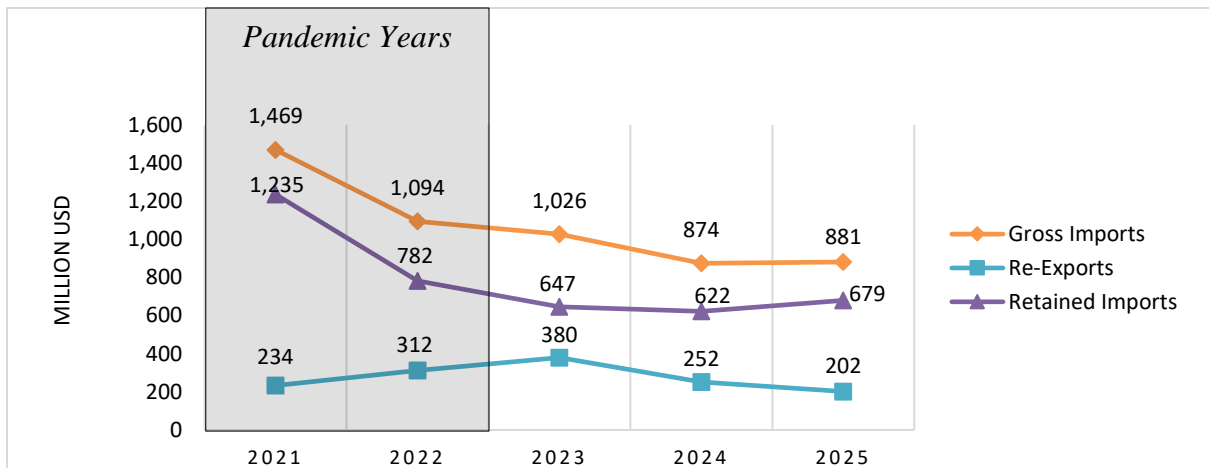
(B) Hong Kong Wine Imports

With no local wine production, Hong Kong's wine market is entirely import-driven. In 2025, the city's global wine imports edged up 0.7 percent to \$880.8 million, even as import volume fell sharply by 10.4 percent to 36.3 million liters. This divergence suggests continued demand for higher-value wines, despite softer overall shipment volumes. In the first three months of 2026, Hong Kong's global wine imports continued to grow, rising 9 percent year-over-year to \$240 million.

France remained Hong Kong’s leading wine supplier by value in 2025, accounting for 67 percent of the market. Its dominant position is expected to be supported by continued marketing efforts and strong demand for premium wines. Australia ranked second by value and continued to serve a broad range of market segments. Japan moved ahead of the United Kingdom to become Hong Kong’s third-largest supplier by value, driven by rising local demand for fermented beverages, particularly sake.

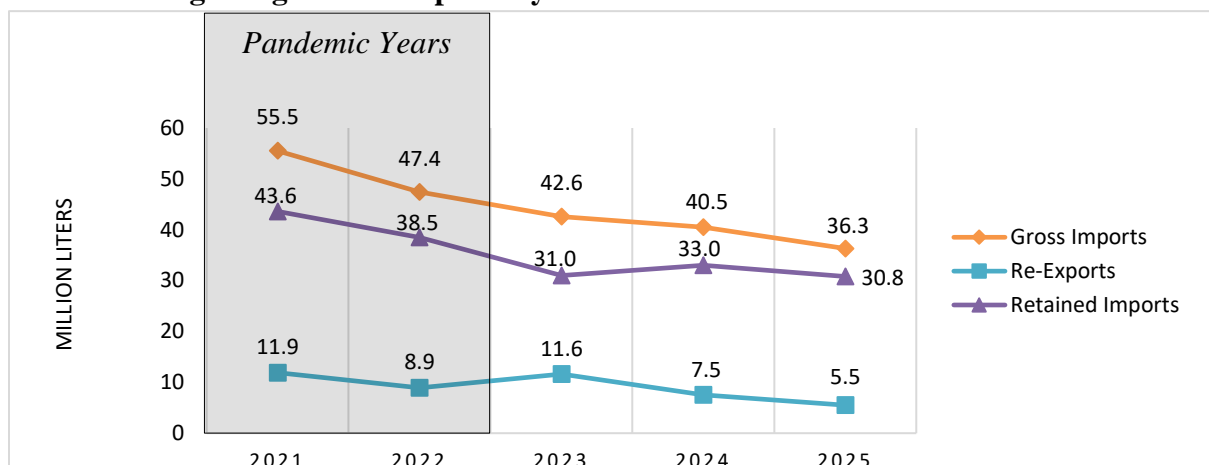
By volume, Australia remained Hong Kong’s largest supplier in 2025, despite a 20 percent year-over-year decline. This drop followed Mainland China’s removal of anti-dumping tariffs on Australian wine in March 2024, which redirected some trade back to the mainland market. France and Japan ranked as the second- and third-largest suppliers by volume, respectively. The United States ranked fifth by value, at \$25.5 million, and seventh by volume, at 1.5 million liters, though both value and volume declined 16 and 31 percent, respectively, from 2024 levels.

Chart 1. Hong Kong: Wine Imports by Value



Source: Trade Data Monitor

Chart 2. Hong Kong: Wine Imports by Volume



Source: Trade Data Monitor

Table 2. Hong Kong: Wine Imports by Country (Million USD)

	2021	2022	2023	2024	2025	Market Share in 2025
	<i>Pandemic Years</i>					
World Total	1,468.5	1,094	1,026.2	873.9	880.9	100%
1. France	841.4	631.8	599.9	536.6	590.4	67%
2. Australia	245.2	156	184.7	156.5	117.8	13.4%
3. Japan	87.6	55.9	41.6	31.3	34.9	4%
4. United Kingdom	109.5	93.7	72.9	32.7	27.8	3.2%
5. United States	43.8	40.3	29.7	30.3	25.5	2.9%
6. Italy	36.3	33.3	30.5	27.9	25.4	2.9%
7. New Zealand	14.6	11.5	10.4	11	13.5	1.5%
8. Chile	11.3	14.9	12.3	9.8	9.3	1.1%
9. China	9	12	11.2	8.8	8.9	1%
10. Spain	14.3	11.8	8.5	7.7	7.5	0.9%

Source: Trade Data Monitor

Table 3. Hong Kong: Wine Imports by Country (Million Liters)

	2021	2022	2023	2024	2025	Market Share in 2025
	<i>Pandemic Years</i>					
World Total	55.5	47.4	42.6	40.5	36.3	100%
1. Australia	13.1	11.8	11.9	12	9.6	26.4%
2. France	12.8	11.5	9.6	8.4	8.8	24.3%
3. Japan	9.7	5.4	4.4	4.1	4.2	11.6%
4. China	3.4	3.5	3.2	2.9	2.6	7.2%
5. Italy	3	3	2.7	2.4	2.3	6.4%
6. Chile	1.8	2.1	1.8	1.4	1.7	4.6%
7. United States	2.9	2.4	1.7	2.1	1.5	4%
8. South Korea	2.4	2.3	2.7	3.2	1.4	3.8%
9. Spain	1.8	1.6	1.3	1.2	1.1	3.1%
10. New Zealand	1.2	1	0.9	0.9	1.1	3%

Source: Trade Data Monitor

(C) Hong Kong Re-exports

Hong Kong's wine re-exports contracted significantly in 2025, falling 19.9 percent by value and 26.5 percent by volume. Nevertheless, the city remains a vital wine trading and distribution gateway for the Asia-Pacific region. Mainland China and Macau continue to dominate Hong Kong's wine re-export market, accounting for 70 percent of re-export value and 90.6 percent of re-export volume.

Hong Kong eliminated all wine duties in February 2008 and has strengthened trade facilitation with mainland China under the [Closer Economic Partnership Arrangement \(CEPA\)](#). Since November 2017, this coverage has extended to 42 Mainland Customs Districts, helping facilitate wine exports from Hong Kong to mainland China. Under the Facilitation Measures of CEPA, registered Hong Kong wine exporters may submit advance wine consignment information online to enjoy instant Customs clearance upon their consignments' arrival at mainland ports.

Table 4. Hong Kong: Wine Re-exports by Country (Million USD)

	2021	2022	2023	2024	2025	Re-exports Share in 2025
	<i>Pandemic Years</i>					
World Total	233.8	312.2	379.6	251.9	201.7	100%
1. Macau	74.6	131.2	141.9	104.5	82.2	40.7%
2. China	89.1	88.7	58.1	66.4	59.2	29.3%
3. Singapore	10.8	11.0	98.1	9.3	11.6	5.8%
4. United States	5.0	8.7	16.2	22.1	9.0	4.5%
5. Denmark	16.2	21.6	1.2	5.1	7.0	3.5%
6. United Kingdom	5.1	8.4	16.1	8.0	6.3	3.1%
7. France	.5	4.6	.7	4.9	5.4	2.7%
8. Taiwan	16.0	11.7	17.5	9.4	5.0	2.5%
9. Switzerland	3.6	1.9	1.9	2.4	3.4	1.7%
10. Cambodia	2.4	4.7	1.8	1.6	3.4	1.7%
Rest of World	10.6	19.7	26.1	18.2	9.1	4.5%

Source: Trade Data Monitor

Table 5. Hong Kong: Hong Kong Wine Re-exports by Country (Thousand Liters)

	2021	2022	2023	2024	2025	Re-exports Share in 2025
	<i>Pandemic Years</i>					
World Total	11,965.4	8,925.8	11,576.4	7,491.9	5,502.8	100%
1. Macau	8,679.2	3,469.7	2,785.2	2,996.4	2,645.8	48.1%
2. China	2,763.6	4,792.5	5,844.0	3,683.8	2,343.5	42.6%
3. Singapore	59.8	93.2	1,701.2	79.3	110.7	2.0%
4. Cambodia	27.1	70.1	35.0	40.3	96.9	1.8%
5. France	2.1	35.9	2.1	18.1	53.4	1.0%
6. Australia	14.5	11.0	51.5	60.6	40.3	0.7%
7. Taiwan	84.9	169.1	261.9	102.0	36.0	0.7%
8. Thailand	61.1	141.4	80.8	27.7	33.4	0.6%
9. Sri Lanka	0.3	0	0	4.3	24.4	0.4%
10. South Korea	6.2	12.3	133.3	30.5	23.0	0.4%
Rest of World	266.6	130.7	681.4	449	95.4	1.7%

Source: Trade Data Monitor

(D) Hong Kong Wine Import Professionals

Hong Kong's wine import industry is supported by a strong network of experienced merchants and knowledgeable wine professionals. According to the Hong Kong Census and Statistics Department, the number of establishments engaged in the wholesale import of alcoholic beverages increased from 310 in 2008 to 770 in 2024, while specialized retail stores rose from 140 to 480 over the same period. This growing trade network, together with Hong Kong's pool of wine experts, including Masters of Wine and internationally recognized sommeliers, strengthens the city's role as a regional wine hub supporting trade, education, marketing, and consumer engagement.

SECTION II. MARKET ANALYSIS

In 2025, Hong Kong's retained wine imports saw a 16.9 percent spike in average unit price despite declining volumes, reflecting a broader shift toward market polarization. As the middle market erodes, consumer demand is splitting between entry-level value and 'blue-chip' investment labels. This environment presents a unique challenge for mid-sized U.S. estates. To fend off global competition, the strategic focus must shift toward brand literacy; educating consumers on the distinct quality of U.S. wines is essential for capturing and sustaining market share in this high-value hub.

Table 6. Hong Kong: Advantages and Challenges for U.S. Wine

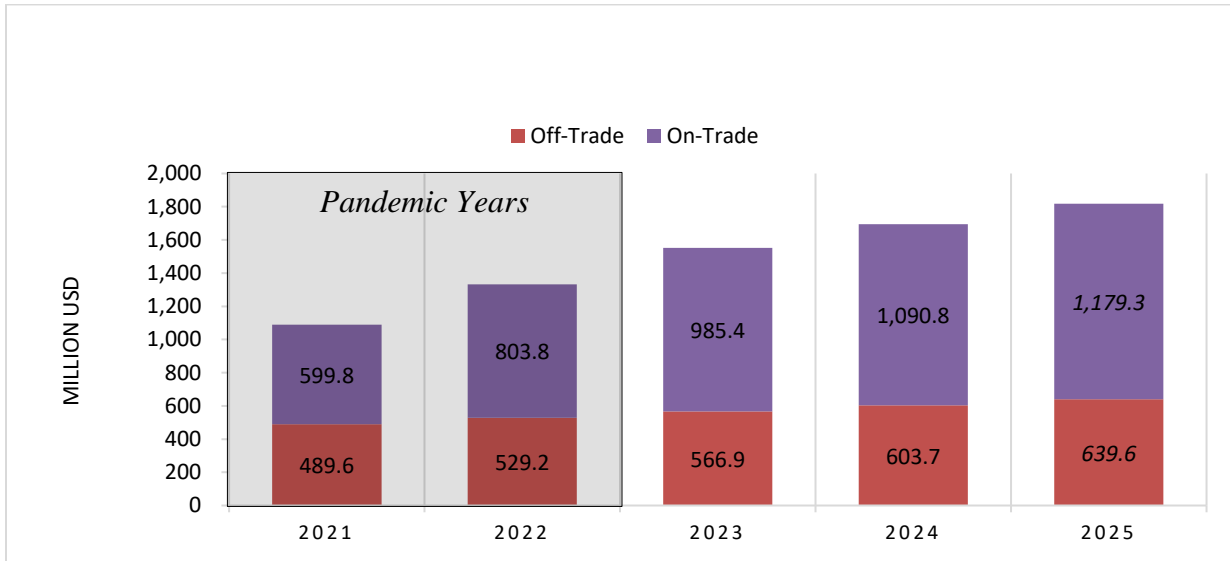
Advantages	Challenges
Hong Kong removed wine duties in 2008, and the government and private sector actively support the wine business through trade shows and consumer events.	Strong national branding and coordinated participation by countries such as France, Australia, Italy, and Chile at trade and consumer events can overshadow other participants, including the United States.
With the gradual economic recovery, consumers are increasingly open to new and trendy wine options. As their knowledge and appreciation of wine grows, they are more receptive to New World wines, which offer a wide range of taste profiles and price points.	Young consumers are notably less interested in wine and other alcoholic beverages. The lack of in-depth knowledge and awareness of U.S. wine makes it difficult for U.S. wines to be distinguished among competitors.
American culture is popular in Hong Kong and U.S. products enjoy a good reputation of reliability and quality.	U.S. wines may face higher freight costs than some regional competitors, particularly Australia, due to longer shipping distances to Hong Kong.
As the market shifts toward organic and low-intervention wines, U.S. brands with strong sustainability credentials are well-positioned to appeal to eco-conscious consumers.	New Zealand's NZ Lighter Wines initiative, launched in 2014, has helped position the country as a visible player in the Low-ABV and Clean Label wine segments.

Sales Channels

According to Euromonitor, Hong Kong's wine market has grown across both on-trade channels, including bars and restaurants, and off-trade channels, including retail purchases, over the past five

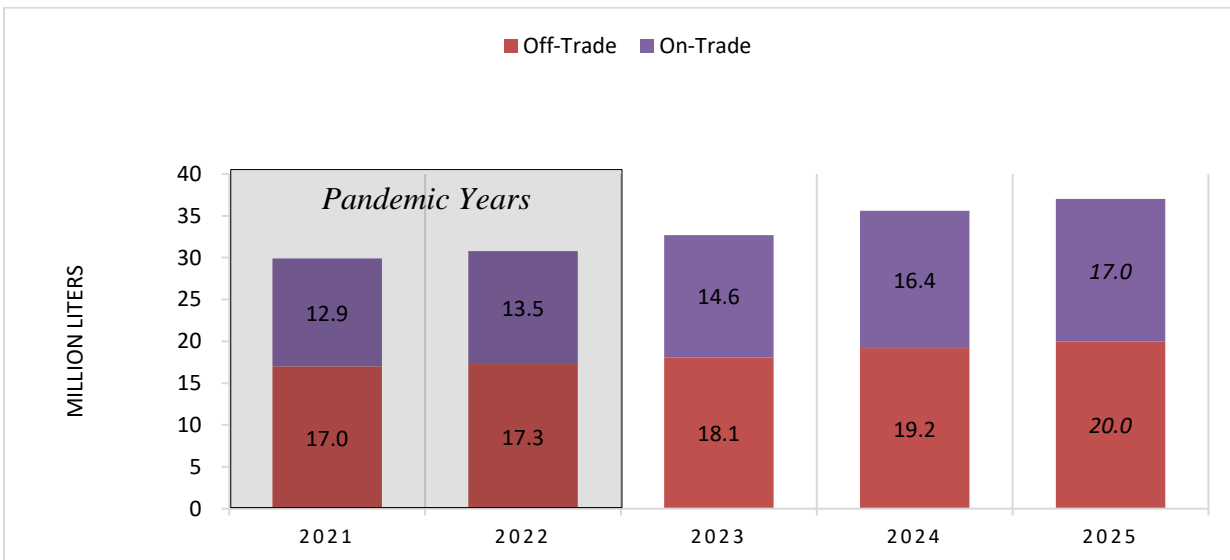
years. By 2025, on-trade sales value had recovered to 88 percent of 2018 pre-pandemic levels, while off-trade sales grew at a much faster pace, rising 57 percent over the same period. This strong off-trade growth is expected to continue, supported by the ongoing expansion of e-commerce.

Chart 3. Hong Kong: Wine Sales Value (On-Trade vs. Off-Trade)



Source: Euromonitor International, currency conversion using year-on-year exchange rate

Chart 4. Hong Kong: Wine Sales Volume (On-Trade vs. Off-Trade)



Source: Euromonitor International

Restaurants and Bars

Hong Kong has a sophisticated and highly competitive dining scene, with more than 12,000 restaurants and 600 bars, including over 70 Michelin-starred establishments. In 2025, the sector showed resilience despite economic pressures, with restaurant receipts totaling \$14 billion, broadly in line with 2024 levels.

However, food service and retail operators continue to face headwinds, including shifting consumer habits, cautious spending, labor shortages, and high operating costs. One key challenge is the “northbound consumption” trend, as Hong Kong residents increasingly travel to Mainland China for more affordable dining options. In response, restaurants and bars are seeking new growth opportunities by diversifying their beverage programs. Expanded alcoholic drink selections, particularly wine-by-the-glass offerings, have become an important strategy to improve margins, enhance brand positioning, and attract consumers beyond traditional happy hour periods. Growing interest in pairing wine with international cuisines also continues to support on-trade wine sales. For more information on the city’s foodservice industry, please refer to [Hong Kong HRI Annual 2025-2026](#).

Educational Institutions

To meet the rising demand for wine and spirits education, both public and private institutions are expanding their professional training programs to cultivate talent within the trade and hospitality sectors. Since establishing its Hong Kong office in 2016, the Wine & Spirit Education Trust (WSET) has become a cornerstone for both industry professionals and enthusiastic consumers alike. Furthermore, global vintners and regional associations are increasingly partnering with local institutions to host masterclasses tailored to diverse market segments. By collaborating with culinary schools to reach aspiring chefs, these venues have become premier platforms for introducing new wines to the market.

Retailers

Wine retail spans a diverse landscape, ranging from high-end specialty boutiques and concept stores to supermarkets and convenience outlets. Specialty stores rely on the expertise of their staff, a critical asset for attracting consumers who value personalized, one-on-one advice. Conversely, supermarkets appeal to price-sensitive shoppers by offering a broad selection at competitive price points. In tandem with physical growth, the retail sector has aggressively expanded its e-commerce capabilities. Online marketplaces leverage extensive inventories and sophisticated search functionalities to facilitate highly personalized consumer experiences. With smartphone access providing instant information, the market has become more transparent. This accessibility drives demand but also heightens competition, as consumers can now compare prices and suppliers at the touch of a button.

For additional information on retail wine pricing in Hong Kong, please see the following retail sites (retail prices are shown in Hong Kong Dollars (HKD). 1 USD = 7.8 HKD):

Table 7. Hong Kong: Wine Retailers

Retailer	Brief Introduction
Watson's Wine	The largest specialist wine retailer in Hong Kong with 20 retail outlets and an online platform offering a wide range of products and services.
Ponti Wine Cellars	One of the oldest wine retailers in Hong Kong with 6 retail outlets and an online shop.
Kerry Wines	Kerry Group's specialist wine company, a fine wine distributor serving both trade and private customers.
Enoteca	A distributor of quality wines, with 6 retail outlets and online platform.
Lyndhurst Wine	A premium online wine store in Hong Kong.
Hong Kong Liquor Store	One of Hong Kong's most established wine & spirits retailers, with 10 outlets and an online platform
Kings Wine Cellar	A premier wine shop, with 5 retail outlets and an online platform.

Category Performance

Import statistics from January to November 2025 reveal that red wine remains the dominant force in the Hong Kong market, followed by sparkling and white wines. However, the sector faced a broad year-over-year downturn, with import value and volume declining across all three categories.

Table 8. Hong Kong: Wine Import (I) and Re-export (R) by Category (January – November 2025)

	Value (Million USD)		Year-on-year Change		Quantity (Thousand liters)		Year-on-year Change	
	I	R	I	R	I	R	I	R
Red wine [^]	\$611.3	\$148.6	-3.0%	-21.7%	17,570	3,687	-6.0%	-32.7%
Sparkling wine	\$61.1	\$11.1	-2.5%	-19.1%	1,883	229	-13.9%	1.3%
White wine [^]	\$52.6	\$8.3	-4.1%	-17.2%	3,882	311	-13.4%	13.8%
Port [^]	\$0.6	\$2.8	-23.9%	92.2%	56	47	-36.5%	-65.7%
Sherry [^]	\$0.4	\$0.8	-28.1%	-74.2%	20	9	-57.4%	-88.2%
Vermouth [^]	\$0.1	\$0.0	-56.8%	88.0%	10	1	-47.0%	31.1%
Others*	\$3.0	\$0.9	20.2%	30.8%	870	40	47.3%	32.1%

[^] In containers holding 2 liters or less

Source: Commerce and Economic Development Bureau (Wine: HS codes 220421, 220429, and 220410)

SECTION III. COSTS AND PRICES

The Hong Kong Government eliminated tariffs on wine imports in 2008. Beverages with less than 30 percent alcohol content, primarily wine and beer, are not subject to an excise duty.

On-Trade Sector

In Hong Kong, restaurants and bars typically apply significant mark-ups on wine, with pricing generally scaling alongside the venue's overall prestige. A common industry "Golden Rule" is that the price of a single glass often covers the venue's wholesale cost for the entire bottle. While the "Bring Your Own Bottle" (BYOB) culture is prevalent, most establishments allow it only upon payment of a corkage fee.

Pricing tiers by venue type:

- **Casual Dining:** In segments like chain pizzerias or value-driven eateries (offering dinner menus under \$25), wine consumption is rising. Here, a wine-by-glass typically ranges from \$5.70 to \$10.50, while 750ml bottles retail between \$31.80 and \$71.80.
- **Mid-to-High-End:** These venues commonly price glasses above \$10 and bottles starting at \$51.30. For guests seeking a premium experience, wine lists frequently feature selections priced at \$400 or higher.
- **Luxury & Hotels:** At the top tier, pricing becomes highly variable and depends on the rarity and prestige of the vintage.

Off-Trade Sector

Entering the retail market involves navigating various entry costs and promotional expectations.

- **Slotting Fees:** Retailers may charge a listing or slotting fee, which can reach up to \$1,200 per product for placement across multiple stores. However, these fees are not universal and can vary or be waived based on negotiations.
- **Strategic Partnerships:** Experienced importers often negotiate with retailers to secure optimal packages for product placement and competitive pricing.
- **Marketing & Promotions:** Retailers generally expect wineries to fund "in-store activations." Common requirements include weekend tasting sessions or volume-based promotions, such as "Buy 3, Get 1 Free" deals.

SECTION IV. MARKET OUTLOOK

Hong Kong's wine market is undergoing a significant transformation, driven by a new generation of drinkers and a heightened focus on lifestyle and wellness.

The "Socialization" of Dining

Wine is no longer just a beverage; it is now the centerpiece of the social experience. To capture diner interest, restaurants are offering experimental curations. Lists are trending toward diversity and novelty, featuring niche, artisanal selections that offer high value and a sense of discovery.

The Rise of "Mindful Drinking"

Health consciousness is reshaping consumption habits, carving out a significant niche for alternative categories:

- **Low & No-Alcohol:** Driven by a focus on quality of life, "non-alcoholic" and "low-alcohol" beverages have transitioned from a niche curiosity to a primary market trend.
- **The Freshness Factor:** Taste preferences are pivoting. The heavy, oaky styles of the past are losing ground to wines that are fresh, crisp, and lively in acidity.

The Youth Shift: Value & Accessibility

Millennials and Gen Z are redefining the "rules" of wine consumption by prioritizing experience over heritage:

- **Style over Origin:** Younger consumers are largely indifferent to the traditional "Old World vs. New World" divide. Instead, they seek high-quality, high-value wines that deliver a premium taste at an accessible price point.
- **Alternative Favorites:** Wine faces stiff competition from cocktails and craft spirits, pushing the industry to market wine as a refreshing, approachable lifestyle choice rather than a formal ritual.

For more details on the outlook of the Hong Kong economy please see our latest [Exporter Guide](#) report.

SECTION V. MARKET ACCESS

While wine in Hong Kong is not subject to a duty, Hong Kong also exempts beverages with more than a 10 percent alcohol content from labeling requirements but requires that the alcohol content be stated on the product. For general guidelines on import regulations for alcoholic beverages, please refer to the [Import Regulations on Alcoholic Drinks to Hong Kong and Macau](#) and [Food and Agricultural Import Regulations and Standards Country Report](#).

A "Cooperation Arrangement on Customs Facilitation Measures for Wine Entering the Mainland through Hong Kong" ("Customs Facilitation Arrangement") exists to facilitate wine re-exports from Hong Kong to mainland China. This trade facilitation measure has been extended to all ports in all 42 Customs Districts in mainland China. Under the Facilitation Measures, registered Hong Kong wine exporters may submit advance wine consignment information online to enjoy instant Customs clearance upon their consignments' arrival at Mainland ports. For details, please refer to the abovementioned report and information provided by the Hong Kong Customs and Excise Department:

https://www.customs.gov.hk/en/trade_facilitation/wine/index.html

Many restaurants, hotels, and retailers work closely with local wine importers to broaden the variety of products offered. New-to-market wine exporters that wish to enter the Hong Kong market can connect with importers and explore the market through the following ways:

- **Meetings with Potential Importers:** Most local importers are interested in meeting new-to-market exporters in a private environment. The Agricultural Trade Office in Hong Kong can facilitate meetings with local wine importers for qualified U.S. exporters following consultation.
- **Exhibiting at a Trade Show:** Hong Kong trade shows help U.S. wine exporters showcase their high-quality wine to buyers from Hong Kong, Macau, China, and the region. Upcoming wine-related trade shows held in Hong Kong include:
 - May 26-28, 2026: [Vinexpo Asia](#)
 - November 5-7, 2026: [Hong Kong International Wine & Spirits Fair](#)
 - May 10-12, 2027: [ProWine Hong Kong/HOFEX](#)
- **Participating in Promotional Activities:** The Agricultural Trade Office in Hong Kong and other U.S. wine promotional associations organize promotional activities such as seminars, wine tastings, receptions, food pairings, and consumer events to promote U.S. wines. Participation in some of these events requires collaboration with a local importer or representative.

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

U.S. wine suppliers, traders, and exporters seeking marketing information pertaining to food and beverage import regulations, promotional opportunities, trade inquiries and marketing assistance are welcome to contact ATO Hong Kong at:

U.S. Agricultural Trade Office, Hong Kong

18th Floor, St. John's Building
33 Garden Road, Central
Hong Kong

Tel: (852) 2841-2350

Fax: (852) 2845-0943

E-mail: ATOHongKong@usda.gov

Website: www.atohongkong.com.hk

Attachments:

No Attachments.