

DKSH strengthens ties with Suntory to drive beverage and wellness growth in Asia

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DKSH, a leading Market Expansion Services provider in Asia and beyond, continues to cement its position as the trusted partner of choice for multinational consumer brands seeking to thrive in dynamic Asia-Pacific markets. In its latest strategic move, DKSH has significantly bolstered its long-standing partnerships with industry titans Suntory Wellness and Suntory Beverage & Food.

DKSH Hong Kong Consumer Goods has further deepened its partnership with Suntory Wellness and Suntory Beverage & Food, two leading players in the beverage and health supplement industries. Under the expanded collaboration, DKSH will now provide full distribution services for Suntory Wellness products in Hong Kong and Macau, as well as for Suntory Beverage & Food products in the Macau market. This strategic partnership leverages DKSH's unparalleled track record, comprehensive service offering, and expertise in navigating complex Asia-Pacific markets to support the expansion ambitions of these leading consumer brands. The agreement further solidifies DKSH's position as a trusted and indispensable partner for multinational companies like Suntory Group, which seek to grow their footprint in the dynamic Asia-Pacific region.

"DKSH is a trusted strategic partner with an unmatched track record in Asia," said Makoto Abe, General Manager of Suntory Beverage & Food Hong Kong Limited. "Their comprehensive service offering, omni-channel approach, and unwavering integrity across the value chain make them the ideal partner to help us achieve our growth ambitions in Macau."

Mario Suzuki, CEO of Suntory Wellness APAC and Head of Taiwan, added: "As we expand our reach into new markets, we are confident that DKSH's marketing and sales excellence, as well as their strong regulatory competence, will be instrumental in introducing our premium health supplement products to Hong Kong and Macau consumers."

"This expanded partnership with Suntory Wellness and Suntory Beverage & Food underscores DKSH's position as a leading provider of market expansion services in Asia," said Hugo Reyes, Vice President of FMCG at DKSH Hong Kong, Macau, Taiwan & China. "With our 160 years of experience in the region and our commitment to delivering growth for our partners, we are excited to support the expansion of these renowned brands and further enhance our long-standing relationship."