

Consumer Lifestyles in Hong Kong, China

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Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles in Hong Kong, China report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Consumer Overview market;

- Pinpoint growth sectors and identify factors driving change;

- Understand the competitive environment, the market's major players and leading brands;

- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumer landscape in Hong Kong, China 2024

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Voice of the consumer (1)

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Hong Kongers enjoy experimenting with new goods and services

Gen X is Hong Kong's most optimistic generation

Personal traits and values survey highlights

Home life and leisure time

Millennials most regularly spend their time at home socialising online

Voice of the consumer (2)

Hong Kongers prefer socialising with friends in person

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Younger Hong Kongers seek homes in safe locations

Hong Kongese travellers seek relaxation

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Eating and dietary habits

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Older generations have someone else cooking for them

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Hong Kongese prefer to run or jog

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Millennials more inclined to favour personalised shopping experiences

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Voice of the consumer (6)

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Gen X are the most financially secure generation in Hong Kong

Shopping and spending survey highlights

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