

# E-Commerce (Goods) in Hong Kong, China

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## Abstracts

The fourth wave of the COVID-19 pandemic led several lockdown measures to be imposed during the first quarter of 2021. This made Hong Kong consumers more cautious, and they kept their distance once again, after their increased willingness to leave the house and spend during the fourth quarter of 2020. The pause in the recovery of in-store retailing once again led consumers back to the e-commerce channel to purchase of all kinds of goods to support their daily lives.

Euromonitor International's E-Commerce (Goods) in Hong Kong, China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

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

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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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Local digital identity of online retailers helps capture local consumers

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