

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

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Abstracts

In 2021, the Hong Kong government continued its “zero-infection” approach to contain the spread of COVID-19 within the city. One element of this was the strict enforcement of the requirement to use the “Leave Home Safe” mobile application when entering government buildings or offices, starting from 1 November 2021. Such a requirement then extended to all catering premises and scheduled premises in Hong Kong, meaning that all consumers in Hong Kong must scan the “Leave Home Safe” venue QR-code wh...

Euromonitor International's Mobile 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.

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

Why buy this report?

Get a detailed picture of the Mobile 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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