

# Mobile Internet Retailing in Hong Kong, China

<https://marketpublishers.com/r/M2DEB5DA94CEN.html>

Date: January 2019

Pages: 39

Price: US\$ 990.00 (Single User License)

ID: M2DEB5DA94CEN

## Abstracts

Hong Kong has extremely high internet penetration. With the increase in smartphone usage, and increasing internet access with free-Wi-Fi service provided in MTR stations, consumers are now spending more time on their smartphones. Among mobile consumers, convenience was the top driver contributing to the continuous increase in preference for mobile shopping. Conducting research or making purchases through mobile phones has enabled busy local consumers to make better use of their fragmented time,...

Euromonitor International's Mobile Internet Retailing 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 Internet Retailing 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.

## Contents

Headlines

Prospects

Convenience Is the Leading Driver

Increasing Availability of Apps and Better Platforms Encourage Mobile Shopping

More Than Just Shopping

Competitive Landscape

Seamless Online and Offline

Mobile Internet Technology in Bricks-and-mortar

Emerging App Gains Traction

Category Data

Table 1 Mobile Internet Retailing: Value 2013-2018

Table 2 Mobile Internet Retailing: % Value Growth 2013-2018

Table 3 Mobile Internet Retailing Forecasts: Value 2018-2023

Table 4 Mobile Internet Retailing Forecasts: % Value Growth 2018-2023

Executive Summary

Retail Sales Register Strong Recovery

Experiences and Lifestyles Matter

Omnichannel Remains Key Strategy

Local Retailers Face Increasing Competition From Overseas Players

Future Outlook

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 7 Sales in Store-based Retailing by Channel: Value 2013-2018

Table 8 Sales in Store-based Retailing by Channel: % Value Growth 2013-2018

Table 9 Store-based Retailing Outlets by Channel: Units 2013-2018

Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2013-2018

Table 11 Sales in Non-Store Retailing by Channel: Value 2013-2018

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018

Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2013-2018

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 15 Sales in Grocery Retailers by Channel: Value 2013-2018

Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2013-2018

Table 17 Grocery Retailers Outlets by Channel: Units 2013-2018

Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2013-2018

Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 21 Sales in Non-Grocery Specialists by Channel: Value 2013-2018

Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018

Table 23 Non-Grocery Specialists Outlets by Channel: Units 2013-2018

Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018

Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2013-2018

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 27 Sales in Mixed Retailers by Channel: Value 2013-2018

Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2013-2018

Table 29 Mixed Retailers Outlets by Channel: Units 2013-2018

Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2013-2018

Table 31 Retailing GBO Company Shares: % Value 2014-2018

Table 32 Retailing GBN Brand Shares: % Value 2015-2018

Table 33 Store-based Retailing GBO Company Shares: % Value 2014-2018

Table 34 Store-based Retailing GBN Brand Shares: % Value 2015-2018

Table 35 Store-based Retailing LBN Brand Shares: Outlets 2015-2018

Table 36 Non-Store Retailing GBO Company Shares: % Value 2014-2018

Table 37 Non-Store Retailing GBN Brand Shares: % Value 2015-2018

Table 38 Grocery Retailers GBO Company Shares: % Value 2014-2018

Table 39 Grocery Retailers GBN Brand Shares: % Value 2015-2018

Table 40 Grocery Retailers LBN Brand Shares: Outlets 2015-2018

Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2015-2018

Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018

Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018

Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018

Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018

Table 46 Mixed Retailers GBO Company Shares: % Value 2014-2018

Table 47 Mixed Retailers GBN Brand Shares: % Value 2015-2018

|  |
|--|
| Table 48 Mixed Retailers LBN Brand Shares: Outlets 2015-2018   |
| Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2015-2018                                     |
| Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023                      |
| Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023             |
| Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2018-2023                           |
| Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2018-2023                  |
| Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2018-2023                            |
| Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023                    |
| Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023                             |
| Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023                    |
| Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023                 |
| Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023       |
| Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2018-2023                               |
| Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2018-2023                      |
| Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2018-2023                                |
| Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023                        |
| Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023           |
| Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023 |
| Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023                         |
| Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2018-2023                |
| Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023                          |
| Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2018-2023                  |
| Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023                   |
| Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023         |
| Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2018-2023                                 |
| Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2018-2023                        |
| Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2018-2023                                  |

## Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2018-2023

Definitions

Sources

Summary 2 Research Sources

## I would like to order

Product name: Mobile Internet Retailing in Hong Kong, China

Product link: <https://marketpublishers.com/r/M2DEB5DA94CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M2DEB5DA94CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970