

# Retail E-Commerce in Hong Kong, China

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## Abstracts

After many years of double-digit current value growth for retail e-commerce in Hong Kong, sales turned to slight decline in 2023. At the beginning of February 2023 the Hong Kong Government implemented the full resumption of travel, with Hong Kong re-establishing connections with mainland China and the rest of the world. 2023 therefore saw a significant surge in outbound travel. The leading e-commerce player in Hong Kong, HKTVmall, therefore reported a decline in total e-commerce sales, and a maj...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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

Retail E-Commerce in Hong Kong, China  
Euromonitor International  
March 2024

### **LIST OF CONTENTS AND TABLES**

RETAIL E-COMMERCE IN HONG KONG, CHINA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

E-commerce turns to decline in 2023 as mobility restrictions are lifted  
Online shopping and omnichannel retailing are irreversible trends  
Hong Kong consumer preferences online

### **PROSPECTS AND OPPORTUNITIES**

Conversational commerce set to rise amongst local retailers  
Government promotes e-commerce operations to local retailers  
Rapid development of cross-border logistics set to drive cross-border e-commerce

### **CHANNEL DATA**

Table 1 Retail E-Commerce by Channel: Value 2017-2022  
Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022  
Table 3 Retail E-Commerce by Product: Value 2017-2022  
Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027  
Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027  
Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027  
Table 10 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

### **RETAIL IN HONG KONG, CHINA**

#### **EXECUTIVE SUMMARY**

Retail in 2023: The big picture  
Retail and tourism  
Revival of outbound travel prevents full recovery  
What next for retail?

#### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

China National Day (also known as Golden Week)

Chinese New Year (Spring Festival)

Christmas and New Year

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 Sales in Retail Offline by Channel: Value 2018-2023

Table 14 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 Retail Offline Outlets by Channel: Units 2018-2023

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 Retail GBO Company Shares: % Value 2019-2023

Table 32 Retail GBN Brand Shares: % Value 2020-2023

Table 33 Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 46 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 48 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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