

Retailing in Hong Kong, China

<https://marketpublishers.com/r/RF4314AD80EEN.html>

Date: March 2022

Pages: 145

Price: US\$ 2,100.00 (Single User License)

ID: RF4314AD80EEN

Abstracts

After a whole year of the COVID-19 pandemic in 2020, the overall pandemic situation continued over the first half of 2021. The fourth wave of the pandemic led to the immediate suspension of schools, and businesses once again allowed employees to work from home over the period, hence reducing overall foot traffic in the city before and after the Lunar New Year Holidays and negatively impacting the performance of retailing in Hong Kong.

Euromonitor International's 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.

Product coverage: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the 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

RETAILING IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce and delivery platforms help businesses to shift from offline to online

Direct from origin products gain traction during the travel lockdown period

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

China National Day (also known as Golden Week)

Christmas and New Year

Chinese New Year (Spring Festival)

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 1 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 11 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 13 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth

2016-2021

Table 17 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 19 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 21 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 23 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 24 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 25 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 26 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 27 Retailing GBO Company Shares: % Value 2017-2021

Table 28 Retailing GBN Brand Shares: % Value 2018-2021

Table 29 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 30 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 31 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 32 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 33 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 34 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 35 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 36 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 37 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 42 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 43 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 44 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 45 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 46 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 48 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 49 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 50 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 51 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 52 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 53 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 56 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 57 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 58 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 59 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 60 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 62 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 63 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 64 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 65 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 66 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 68 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 69 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 70 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 71 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

The continuing COVID-19 pandemic favours the expansion of convenience stores

Customer rewards mobile applications encourage consumers to spend

“Direct from Japan” continues to gain popularity during the travel lockdown

PROSPECTS AND OPPORTUNITIES

The potential resumption of travel and competition from other grocery retailers could

constrain future growth

Intensified competition is expected to further weaken the competitive position of VanGo

Massive offline networks continue to keep convenience stores away from e-commerce

CHANNEL DATA

Table 72 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 74 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 75 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 76 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 78 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Supermarkets declines after Hong Kong gets more used to the COVID-19 pandemic

Dairy Farm's rebranding and private label line as part of the new strategic focus

Rebranding of CR Vanguard Supermarket indicates the success of U select

PROSPECTS AND OPPORTUNITIES

Further transformation of the supermarkets retailing model is expected

New entries are a threat to supermarkets

The Northern Metropolis expansion opens new opportunities to supermarkets in the long run

CHANNEL DATA

Table 80 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 81 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 82 Supermarkets GBO Company Shares: % Value 2017-2021

Table 83 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 84 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 85 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 86 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 87 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Online promotion continues to grow despite the sluggish development of e-commerce
Travel restrictions and COVID-19 lockdown measures continue to benefit traditional grocery retailers in residential areas

Higher demand for quality baked goods leads to the rise of premium bakery brands

PROSPECTS AND OPPORTUNITIES

Potential recovery of tourist flows expected to benefit stores in commercial areas

The rapid growth of e-commerce channels to constrain the increase in offline sales

Growing demand for “direct from origin” and premium products threaten traditional grocery retailers

CHANNEL DATA

Table 88 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 89 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 90 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 91 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 92 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 93 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 94 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 95 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Online plus offline (O+O) to respond to the demand for experiential retailing

Pop-up stores an effective channel to promote sustainable fashion

Restructuring to reduce the reliance on in-store retailing to better face uncertainty brought about by the pandemic

PROSPECTS AND OPPORTUNITIES

The fifth wave of COVID-19 further accelerates the online transformation of specialist retailers

Physical stand-alone store (on-street) will transform into experiential hubs

The launch of EESE will further strengthen I.T.’s position in Hong Kong

CHANNEL DATA

Table 96 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 97 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 98 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 99 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 100 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 101 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 102 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 103 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

**ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN HONG KONG, CHINA
KEY DATA FINDINGS**

2021 DEVELOPMENTS

The stabilised pandemic situation lights up the recovery of electronics and appliance retailers

The membership reward programme of MoneyBack brings competitive advantage to Fortress

Increasing demand for affordable products accelerates the expansion of ecHome

PROSPECTS AND OPPORTUNITIES

The outbreak of the fifth pandemic wave will maintain demand for affordable goods ecHome expected to grow further over the forecast period

Tourists will remain important to electronics and appliance specialist retailers in the future

CHANNEL DATA

Table 104 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 105 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 106 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 107 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 108 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 109 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 110 Electronics and Appliance Specialist Retailers Forecasts: Value Sales,

Outlets and Selling Space 2021-2026

Table 111 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

The stabilised COVID-19 situation in Hong Kong shows signs of recovery

Reliance on Chinese medicine drives the recovery of health specialist retailers

Beauty specialist retailers remains vulnerable due to the home living trend

PROSPECTS AND OPPORTUNITIES

Health and beauty specialist retailers face challenge caused by the fifth wave of pandemic

Rapid growth of e-commerce continues to threaten the survival of offline retailers

Health specialist retailers expected to show strong resilience against future uncertainties

CHANNEL DATA

Table 112 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 113 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 114 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 115 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 116 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 117 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 118 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 119 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 120 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 121 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 122 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value 2021-2026

Table 123 Forecast Sales in Health and Beauty Specialist Retailers by Channel: %

Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home and garden specialist retailers starts to recover after the fourth wave of COVID-19

Local home improvement brand introduces customised bathroom solutions with affordable prices

IKEA stays connected with customers through mobile trucks and pop-up stores

PROSPECTS AND OPPORTUNITIES

Fifth wave of COVID-19 expected to delay recovery once again

Resumption of travel could draw local consumer spending away from home improvements and furnishing

Customisation and multifunctionality will be two key product trends leading future growth

CHANNEL DATA

Table 124 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 125 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 126 Sales in Home and Garden Specialist Retailers by Channel: Value 2016-2021

Table 127 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2016-2021

Table 128 Home and Garden Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 129 Home and Garden Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 130 Home and Garden Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 131 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 132 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 133 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 134 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value 2021-2026

Table 135 Forecast Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2021-2026

DEPARTMENT STORES IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Domestic consumption supports the sales of department stores

Seasonal sales lose popularity along with the absence of tourist spending

Department stores strengthen digital capabilities during the COVID-19 pandemic

PROSPECTS AND OPPORTUNITIES

Threat from e-commerce players and shopping centres remains before the border reopens

Customer loyalty key for future sustainable growth

AEON Group rides the “Direct from Japan” trend and speeds up its expansion plan

CHANNEL DATA

Table 136 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 137 Department Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 138 Department Stores GBO Company Shares: % Value 2017-2021

Table 139 Department Stores GBN Brand Shares: % Value 2018-2021

Table 140 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 141 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 142 Department Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 143 Department Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

VARIETY STORES IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homewares and lifestyle products are the big winners in 2021

MUJI expands its product assortment in ready meals in response to the new environment in Hong Kong

Japan Home Centre’s successful collaboration helps retain its lead in 2021

PROSPECTS AND OPPORTUNITIES

Japanese product assortment will continue to grow, with friendly designs for small living spaces

Don Don Donki expands its collaboration with local partners alongside its expansion plans

Importance of overseas grocery product assortment in variety stores expected to grow

CHANNEL DATA

Table 144 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 145 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 146 Variety Stores GBO Company Shares: % Value 2017-2021

Table 147 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 148 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 149 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 150 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 151 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DIRECT SELLING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Adaptation to the “new normal” supports the recovery of direct selling

Healthcare and home care products drive the growth of Amway in 2021

Supply chain disruption and reduction of social interaction hampers Nu Skin's performance

PROSPECTS AND OPPORTUNITIES

Outbreak of the Omicron variant creates further uncertainty in 2022

Healthcare products expected to remain resilient to market uncertainties

E-commerce will continue to hamper growth in direct selling in the future

CHANNEL DATA

Table 152 Direct Selling by Category: Value 2016-2021

Table 153 Direct Selling by Category: % Value Growth 2016-2021

Table 154 Direct Selling GBO Company Shares: % Value 2017-2021

Table 155 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 156 Direct Selling Forecasts by Category: Value 2021-2026

Table 157 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Ongoing home seclusion has limited impact on homeshopping

No new entries leaves TVB as the major player in this sluggish channel

Players continue to allocate resources to promote homeshopping in Hong Kong

PROSPECTS AND OPPORTUNITIES

The expected growth in e-commerce will continue to constrain growth in homeshopping

Potential recovery of tourist flows unlikely to have a positive impact

Technological innovation needed for future growth opportunities

CHANNEL DATA

Table 158 Homeshopping by Category: Value 2016-2021

Table 159 Homeshopping by Category: % Value Growth 2016-2021

Table 160 Homeshopping Forecasts by Category: Value 2021-2026

Table 161 Homeshopping Forecasts by Category: % Value Growth 2021-2026**VENDING IN HONG KONG, CHINA****KEY DATA FINDINGS****2021 DEVELOPMENTS**

The sluggish recovery of foot traffic prevents the recovery of vending

Smart vending machines open up new growth opportunities with enhanced features

estoreshk expands its vending network by offering packaged food to suburban areas

PROSPECTS AND OPPORTUNITIES

A fifth wave of COVID-19 set to delay recovery of tourist flows

Product variety in vending machines expected to expand

New entrants will drive growth

CHANNEL DATA

Table 162 Vending by Category: Value 2016-2021

Table 163 Vending by Category: % Value Growth 2016-2021

Table 164 Vending GBO Company Shares: % Value 2017-2021

Table 165 Vending GBN Brand Shares: % Value 2018-2021

Table 166 Vending Forecasts by Category: Value 2021-2026

Table 167 Vending Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN HONG KONG, CHINA**KEY DATA FINDINGS****2021 DEVELOPMENTS**

Travel restrictions and lockdown measures continue to drive e-commerce growth

E-commerce enrichment strategy helps HKTVmall to retain its leading position

Local digital identity of online retailers helps capture local consumers

PROSPECTS AND OPPORTUNITIES

I.T.'s e-commerce marketplace EESE marks the latest new entry to the market

Shoalter's business model will push the channel towards fragmentation

Delayed travel recovery will limit the growth momentum for e-commerce

CHANNEL DATA

Table 168 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 169 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 170 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 171 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 172 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 173 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN HONG KONG, CHINA**KEY DATA FINDINGS****2021 DEVELOPMENTS**

The enforcement of “leave home safe” application pushes up mobile penetration
Digital transformation of traditional retailers motivates consumers to choose mobile e-commerce

HKTVMall Lite introduces in-app mini-games to attract and retain elderly users

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce expected to outgrow e-commerce post-pandemic

Stickiness with social media apps to continue to drive growth in mobile e-commerce

Experiential stores will create synergies with mobile e-commerce

CHANNEL DATA

Table 174 Mobile E-Commerce (Goods): Value 2016-2021

Table 175 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 176 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 177 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Grocery retailers continue to shift their focus towards e-commerce

Collaborations between delivery platforms and grocery retailers

Fresh goods retailers help to grow food and drink e-commerce

PROSPECTS AND OPPORTUNITIES

A fifth wave of the pandemic expected to keep food and drink e-commerce growing

Shoalter's business model is expected to bring new entrants

Local and fresh products will be the new growth drivers

CHANNEL DATA

Table 178 Food and Drink E-Commerce: Value 2016-2021

Table 179 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 180 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 181 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

I would like to order

Product name: Retailing in Hong Kong, China

Product link: <https://marketpublishers.com/r/RF4314AD80EEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RF4314AD80EEN.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