

Variety Stores in Hong Kong, China

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Abstracts

Compared with 2020, when consumers in Hong Kong were adapting to their lifestyles after the emergence of COVID-19, the overall atmosphere in the consumer market in Hong Kong improved in 2021, as Hong Kong consumers were already used to the absence of travel, as well as more time spent at home because of social distancing and lockdown measures.

Euromonitor International's Variety Stores 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 Variety Stores 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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Japan Home Centre's successful collaboration helps retain its lead in 2021

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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

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