

Hong Kong Online Retail Market Summary, Competitive Analysis and Forecast to 2026

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Abstracts

Hong Kong Online Retail Market @Summary, Competitive Analysis and Forecast to 2026

SUMMARY

Online Retail in Hong Kong industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Hong Kongese online retail market had total revenues of \$5,624.3m in 2021, representing a compound annual growth rate (CAGR) of 15.7% between 2017 and 2021.

Online Specialists account for the largest proportion of sales in the Hong Kongese online retail market in 2021, sales through this channel generated \$3,583.4m, equivalent to 63.7% of the market's overall value.

According to in-house estimates, the real GDP growth rate forecast is expected to deaccelerate from 6.41% in 2021 to -0.16% in 2022.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Hong Kong

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Hong Kong

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Hong Kong online retail market with five year forecasts

REASONS TO BUY

What was the size of the Hong Kong online retail market by value in 2021?

What will be the size of the Hong Kong online retail market in 2026?

What factors are affecting the strength of competition in the Hong Kong online retail market?

How has the market performed over the last five years?

Who are the top competitors in Hong Kong's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?

8 COMPANY PROFILES

- 8.1. Amazon.com, Inc.
- 8.2. Apple Inc
- 8.3. Sa Sa International Holdings Ltd
- 8.4. Chow Sang Sang Holdings International Ltd
- 8.5. Dell Technologies Inc.
- 8.6. Global Fashion Group SA
- 8.7. Fast Retailing Co Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Hong Kong online retail sector value: \$ million, 2016–21
- Table 2: Hong Kong online retail sector category segmentation: % share, by value, 2016–2021
- Table 3: Hong Kong online retail sector category segmentation: \$ million, 2016-2021
- Table 4: Hong Kong online retail sector geography segmentation: \$ million, 2021
- Table 5: Hong Kong online retail sector distribution: % share, by value, 2021
- Table 6: Hong Kong online retail sector value forecast: \$ million, 2021–26
- Table 7: Amazon.com, Inc.: key facts
- Table 8: Amazon.com, Inc.: Annual Financial Ratios
- Table 9: Amazon.com, Inc.: Key Employees
- Table 10: Amazon.com, Inc.: Key Employees Continued
- Table 11: Apple Inc: key facts
- Table 12: Apple Inc: Annual Financial Ratios
- Table 13: Apple Inc: Key Employees
- Table 14: Apple Inc: Key Employees Continued
- Table 15: Sa Sa International Holdings Ltd: key facts
- Table 16: Sa Sa International Holdings Ltd: Annual Financial Ratios
- Table 17: Sa Sa International Holdings Ltd: Key Employees
- Table 18: Chow Sang Sang Holdings International Ltd: key facts
- Table 19: Chow Sang Sang Holdings International Ltd: Annual Financial Ratios
- Table 20: Chow Sang Sang Holdings International Ltd: Key Employees
- Table 21: Dell Technologies Inc.: key facts
- Table 22: Dell Technologies Inc.: Annual Financial Ratios
- Table 23: Dell Technologies Inc.: Key Employees
- Table 24: Global Fashion Group SA: key facts
- Table 25: Global Fashion Group SA: Annual Financial Ratios
- Table 26: Global Fashion Group SA: Key Employees
- Table 27: Fast Retailing Co Ltd: key facts
- Table 28: Fast Retailing Co Ltd: Annual Financial Ratios
- Table 29: Fast Retailing Co Ltd: Key Employees
- Table 30: Fast Retailing Co Ltd: Key Employees Continued
- Table 31: Fast Retailing Co Ltd: Key Employees Continued
- Table 32: Hong Kong size of population (million), 2017–21
- Table 33: Hong Kong gdp (constant 2005 prices, \$ billion), 2017–21
- Table 34: Hong Kong gdp (current prices, \$ billion), 2017–21

Table 35: Hong Kong inflation, 2017–21

Table 36: Hong Kong consumer price index (absolute), 2017–21

Table 37: Hong Kong exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: Hong Kong online retail sector value: \$ million, 2016–21

Figure 2: Hong Kong online retail sector category segmentation: \$ million, 2016-2021

Figure 3: Hong Kong online retail sector geography segmentation: % share, by value, 2021

Figure 4: Hong Kong online retail sector distribution: % share, by value, 2021

Figure 5: Hong Kong online retail sector value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the online retail sector in Hong Kong, 2021

Figure 7: Drivers of buyer power in the online retail sector in Hong Kong, 2021

Figure 8: Drivers of supplier power in the online retail sector in Hong Kong, 2021

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Hong Kong, 2021

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Hong Kong, 2021

Figure 11: Drivers of degree of rivalry in the online retail sector in Hong Kong, 2021

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