

Hong Kong Online Retail Market to 2027

<https://marketpublishers.com/r/HC1A14409104EN.html>

Date: November 2023

Pages: 25

Price: US\$ 350.00 (Single User License)

ID: HC1A14409104EN

Abstracts

Hong Kong Online Retail Market to 2027

Summary

Online Retail in Hong Kong industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). 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 is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Hong Kongese online retail sector had total revenues of \$3.9 billion in 2022, representing a compound annual growth rate (CAGR) of 14.3% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$2 billion, equivalent to 50.8% of the sector's overall value.

The growth in the Hong Kongese online retail sector is influenced by several macroeconomic factors, such as growing consumer confidence and technological advancements. For instance, according to the City University of Hong Kong, consumer confidence in Hong Kong rose to 70.6 points in January 2022 from 64.1 points in January 2021.

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 by both value and volume

Reasons to Buy

What was the size of the Hong Kong online retail market by value in 2022?

What will be the size of the Hong Kong online retail market in 2027?

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?

What are the main segments that make up 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

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 APPENDIX

7.1. Methodology

7.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Hong Kong online retail sector value: \$ million, 2017–22

Table 2: Hong Kong online retail sector category segmentation: % share, by value, 2017–2022

Table 3: Hong Kong online retail sector category segmentation: \$ million, 2017-2022

Table 4: Hong Kong online retail sector geography segmentation: \$ million, 2022

Table 5: Hong Kong online retail sector distribution: % share, by value, 2022

Table 6: Hong Kong online retail sector value forecast: \$ million, 2022–27

List Of Figures

LIST OF FIGURES

Figure 1: Hong Kong online retail sector value: \$ million, 2017–22

Figure 2: Hong Kong online retail sector category segmentation: \$ million, 2017-2022

Figure 3: Hong Kong online retail sector geography segmentation: % share, by value, 2022

Figure 4: Hong Kong online retail sector distribution: % share, by value, 2022

Figure 5: Hong Kong online retail sector value forecast: \$ million, 2022–27

Figure 6: Forces driving competition in the online retail sector in Hong Kong, 2022

Figure 7: Drivers of buyer power in the online retail sector in Hong Kong, 2022

Figure 8: Drivers of supplier power in the online retail sector in Hong Kong, 2022

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Hong Kong, 2022

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Hong Kong, 2022

Figure 11: Drivers of degree of rivalry in the online retail sector in Hong Kong, 2022

I would like to order

Product name: Hong Kong Online Retail Market to 2027

Product link: <https://marketpublishers.com/r/HC1A14409104EN.html>

Price: US\$ 350.00 (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/HC1A14409104EN.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