

## **Consumer Lifestyles in Hong Kong, China**

Market Direction | 2022-06-27 | 79 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits, quantifying behaviours, preferences and motivations and aligning them with broader trends in Hong Kong.

Euromonitor's Consumer Lifestyles in Hong Kong, China report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Overview 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.

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## Scope

### Consumer Landscape in Hong Kong in 2022

#### Life priorities

Just over half of Hong Kong consumers like to prioritise "me time"

Time for work less of a priority over other activities for younger consumers

Appearances are important to Hong Kong consumers

Curated experiences important to all generations, especially Generation X and baby boomers

Consumers will research products they consume and enjoy innovative products

Older generations more likely to research first and buy based on trust

#### Home life

High levels of activity in households, but being connected is the main event

Virtual connections important for all generations

Residents want homes that have easy access to public transport

#### Eating habits

Preference for meals out of home, delivery and convenience food well above global average

Consumers seek premium foods with added health benefits

Generation Z adopting a more flexitarian approach to food

Consumers snack more at the weekend and are less likely to have breakfast

Snacks are often consumed between meals by 40% of consumers

#### Working life

Ability to earn a high salary outweighs importance of work-life balance

Work-life balance important for millennials and Generation X

Younger generations put more value on earning a high salary

Flexibility and home-working front of mind for future working life

Prospects of retiring before typical retirement age low among baby boomers

#### Leisure habits

Over a third of respondents socialise online every week

High percentage of respondents shop as a leisure activity weekly

Baby boomers have a very active social life

Consumers enjoy holidaying close to home, with baby boomers taking most trips

Majority of holiday-makers want to go somewhere where they can relax

Older generations attracted by outdoor activities and nature

#### Health and wellness

Women more actively engaged with managing stress

Walking and running most regular exercise habits, but yoga very popular

Baby boomers exercise more regularly than other generations

A majority use massage to alleviate stress, but doing yoga is above the global average

Generation Z less likely to use herbal remedies compared to other generations

#### Sustainable living

Nearly 70% of respondents are worried about the impact of climate change

Older generations more engaged in actions to protect the environment

Consumers not as actively engaging in green behaviours as the global average

Respondents are less likely to use sustainable packaging than the global average

Hong Kong consumers prefer to buy from brands that support issues they value

Generation Z less engaged with political and social activities than other generations are

#### Shopping habits

Shopping centres popular, but consumers buy less to afford higher quality

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Gen X keenest on shopping centres; baby boomers want personalised shopping experiences  
Hong Kong consumers less likely than global average to trust independent consumer reviews  
Product label information important influence for millennials  
Enjoyment is the biggest motivator for subscription services  
Millennials subscribe for the benefit of convenience above other motivations  
Seeing and trying products and immediate purchase strong motivations to shop in-store  
Generation X more motivated than other generations to shop in-store  
Consumers more motivated to shop online for free returns and customised products  
Best prices found online a key motivation for Generation X  
Spending habits  
Nearly half of Hong Kong consumers expect to increase spending on health and wellness  
Generation Z focus on increasing savings, while baby boomers expect to spend more  
Technology  
Managing privacy settings and protecting personal data biggest concern  
Baby boomers highly engaged with online technology  
Gaming system ownership above global average  
Generation Z report low ownership of smartwatches and fitness wearables  
Over half of all Hong Kong respondents take part in online video gaming  
All generations active on social networks, including over 70% of baby boomers

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