

Retail E-Commerce in Hong Kong, China

Market Direction | 2023-03-06 | 39 pages | Euromonitor

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Report description:

Already seeing strong growth prior to the pandemic, the COVID-19 restrictions and guidelines issued by the authorities helped increase the dynamism of e-commerce sales, particularly in 2022. Most areas of e-commerce retail have been growing during the pandemic, with players switching their focus from offline to online, particularly during times of lockdown or home seclusion. For example, grocery retailers have been developing their focus on selling products through e-commerce platforms. DCH Food...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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March 2023

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Pandemic adds further momentum to e-commerce growth

HKTVMall faced unprecedented operational pressure

DFI Retail launches an e-commerce platform, but two other e-commerce platforms cease operations

PROSPECTS AND OPPORTUNITIES

Online shopping and omnichannel retail sales will be irreversible trends in the future

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