

Supermarkets in Hong Kong, China

Market Direction | 2023-03-06 | 36 pages | Euromonitor

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Report description:

There was a surge in value sales at supermarkets in 2020, when Hong Kong consumers were unable to live as normal due to the various social distancing and lockdown measures imposed by the government in order to maintain the overall public health and safety conditions in the city when COVID-19 first arrived in Hong Kong. However, after this major spike in demand at supermarkets in 2020, the channel recorded a decline in 2021, albeit with sales remaining above pre-pandemic levels. The higher level...

Euromonitor International's Supermarkets 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 Supermarkets 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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