

General Merchandise Stores in Hong Kong, China

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

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Report description:

Prior to the outbreak of COVID-19, mainland Chinese tourists represented a significant proportion of consumption in department stores in Hong Kong, with Sogo and Lane Crawford among the banners that particularly benefited from sales to tourists. From 2020, the absence of mainland Chinese tourists due to COVID-19 border closures and travel restrictions has resulted in declining sales for the department stores channel, having already suffered a drop in sales during the social unrest seen in 2019.

Euromonitor International's General Merchandise Stores 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 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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Euromonitor International

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2022 DEVELOPMENTS

Department stores sales still declining in 2022 as variety stores again post positive growth

AEON's private label lines show strong growth in 2022

Yata looking to improve its digital presence without losing its focus on the in-store experience

PROSPECTS AND OPPORTUNITIES

New Sogo department store planned to open at the Kai Tak Project

Japanese variety stores expected to continue outperforming department stores

AEON speeds up its expansion plan as it rides the "Direct from Japan" trend; Yata looking to become a leading department store player in Hong Kong

CHANNEL DATA

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