

Retail in Hong Kong, China

Market Direction | 2023-03-06 | 109 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

During 2022, with the Omicron variant of COVID-19 at large in the community, this was making customs clearance between Hong Kong and mainland China more uncertain, meaning that the Hong Kong retail industry was still having to rely mainly on local consumption. Retail sales in Hong Kong at the height of the fifth wave of COVID-19 slumped compared with the year-earlier period, with the Omicron variant seriously hurting retail sales in the first quarter of 2022 due to the restrictive social distanc...

Euromonitor International's Retail 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, Retail Offline.

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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail in Hong Kong, China
Euromonitor International
April 2023

List Of Contents And Tables

RETAIL IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Northern Metropolis expansion opens up new retail opportunities

Retailers focusing on local consumption outperform the overall market

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

China National Day (also known as Golden Week)

Christmas and New Year

Chinese New Year (Spring Festival)

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 10 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 11 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 12 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 13 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 14 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 15 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 18 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 □Retail GBO Company Shares: % Value 2018-2022

Table 22 □Retail GBN Brand Shares: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 23	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 24	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 25	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 26	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 27	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 28	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 29	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 30	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 31	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 32	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 33	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 34	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 35	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 36	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 37	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 38	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 39	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 40	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 41	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 42	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 43	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 44	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 45	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 46	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 47	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 48	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 49	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 50	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 51	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 52	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 53	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE RETAILERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience store sales continue to grow in 2022

Consumption vouchers help drive Circle K sales

7-CAFE+ Always On opens and promotions on selected dates

PROSPECTS AND OPPORTUNITIES

China Resources Vanguard shifts its focus away from convenience stores

Development of e-commerce logistics

"Direct from Japan" trend likely to fade as travel resumes among Hong Kong consumers

CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 56 Sales in Convenience Retailers by Channel: Value 2017-2022

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2017-2022

Table 58 Convenience Retailers GBO Company Shares: % Value 2018-2022

Table 59 Convenience Retailers GBN Brand Shares: % Value 2019-2022

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2019-2022

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 63 □Forecast Sales in Convenience Retailers by Channel: Value 2022-2027

Table 64 □Forecast Sales in Convenience Retailers by Channel: % Value Growth 2022-2027

DISCOUNTERS IN HONG KONG, CHINA

2022 DEVELOPMENTS

HYPERMARKETS IN HONG KONG, CHINA

2022 DEVELOPMENTS

SUPERMARKETS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supermarkets back recording positive growth in 2022 after the dip in sales seen a year earlier

U select continues its fast expansion

Wellcome opening Wellcome Fresh outlets

PROSPECTS AND OPPORTUNITIES

DFI Retail's strategic sourcing and pricing

ParknShop invests in enhancing the e-commerce experience

Northern Metropolis Development will drive new demand in the future

CHANNEL DATA

Table 65 Supermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 66 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 67 Supermarkets GBO Company Shares: % Value 2018-2022

Table 68 Supermarkets GBN Brand Shares: % Value 2019-2022

Table 69 Supermarkets LBN Brand Shares: Outlets 2019-2022

Table 70 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 71 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

SMALL LOCAL GROCERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Small local grocers channel manages to keep growing throughout the pandemic

Grocery chains introduce new retail offerings

Closure of bakeries due to the pandemic

PROSPECTS AND OPPORTUNITIES

Strategic developments at 759 Store

Increased competition expected from variety stores

The rapid growth of e-commerce channels to constrain the increase in offline sales

CHANNEL DATA

Table 72 Small Local Grocers: Value Sales, Outlets and Selling Space 2017-2022

Table 73 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 74 Small Local Grocers GBO Company Shares: % Value 2018-2022

Table 75 Small Local Grocers GBN Brand Shares: % Value 2019-2022

Table 76 Small Local Grocers LBN Brand Shares: Outlets 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 77 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 78 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

APPAREL AND FOOTWEAR SPECIALISTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

More strong growth recorded in 2022, but sales still well below 2018 levels

lululemon performing strongly and expanding

Pop-up stores an effective channel to promote sustainable fashion

PROSPECTS AND OPPORTUNITIES

Physical retail regains importance

Sportswear continues to outperform

Global online fashion player Farfetch has big plans for Hong Kong

CHANNEL DATA

Table 79 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 80 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 81 Apparel and Footwear Specialists GBO Company Shares: % Value 2018-2022

Table 82 Apparel and Footwear Specialists GBN Brand Shares: % Value 2019-2022

Table 83 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2019-2022

Table 84 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 85 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

APPLIANCES AND ELECTRONICS SPECIALISTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth slows but remains positive in 2022, but sales remain well below 2018 levels

Fortress achieves exceptional online sales

Xiaomi continues to expand physical retail in Hong Kong

PROSPECTS AND OPPORTUNITIES

Xiaomi offering same-day delivery and interest-free instalment plans

Future developments at Fortress

Smart home appliances expected to drive sales

CHANNEL DATA

Table 86 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 87 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 88 Appliances and Electronics Specialists GBO Company Shares: % Value 2018-2022

Table 89 Appliances and Electronics Specialists GBN Brand Shares: % Value 2019-2022

Table 90 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2019-2022

Table 91 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 92 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

HEALTH AND BEAUTY SPECIALISTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

COVID-19 seriously impacts sales of beauty specialist retailers

Vita Green continues outperforming the overall channel

Bringing mainland Chinese e-commerce strategies to Hong Kong

PROSPECTS AND OPPORTUNITIES

Changing consumption patterns

Sustainability gains increasing attention among consumer and beauty brands

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Ageing population will continue to drive growth in health specialists' sales

CHANNEL DATA

Table 93 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 94 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 95 Sales in Health and Beauty Specialists by Channel: Value 2017-2022

Table 96 Sales in Health and Beauty Specialists by Channel: % Value Growth 2017-2022

Table 97 Health and Beauty Specialists GBO Company Shares: % Value 2018-2022

Table 98 Health and Beauty Specialists GBN Brand Shares: % Value 2019-2022

Table 99 Health and Beauty Specialists LBN Brand Shares: Outlets 2019-2022

Table 100 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 101 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 102 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2022-2027

Table 103 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2022-2027

HOME PRODUCTS SPECIALISTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home products specialists channel already recovers to pre-COVID-19 sales levels

IKEA continues its expansion

Average unit prices increase

PROSPECTS AND OPPORTUNITIES

Consumers value the importance of a convenient location

Resumption of travel might draw consumers away from spending on home improvements

Customisation and multifunctionality could be important trends

CHANNEL DATA

Table 104 Home Products Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 105 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 106 Sales in Home Products Specialists by Channel: Value 2017-2022

Table 107 Sales in Home Products Specialists by Channel: % Value Growth 2017-2022

Table 108 Home Products Specialists GBO Company Shares: % Value 2018-2022

Table 109 Home Products Specialists GBN Brand Shares: % Value 2019-2022

Table 110 Home Products Specialists LBN Brand Shares: Outlets 2019-2022

Table 111 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 112 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 113 □Forecast Sales in Home Products Specialists by Channel: Value 2022-2027

Table 114 □Forecast Sales in Home Products Specialists by Channel: % Value Growth 2022-2027

GENERAL MERCHANDISE STORES IN HONG KONG, CHINA

KEY DATA FINDINGS

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 137 General Merchandise Stores: Value Sales, Outlets and Selling Space 2017-2022
 Table 138 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2017-2022
 Table 139 Sales in General Merchandise Stores by Channel: Value 2017-2022
 Table 140 Sales in General Merchandise Stores by Channel: % Value Growth 2017-2022
 Table 141 General Merchandise Stores GBO Company Shares: % Value 2018-2022
 Table 142 General Merchandise Stores GBN Brand Shares: % Value 2019-2022
 Table 143 General Merchandise Stores LBN Brand Shares: Outlets 2019-2022
 Table 144 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2022-2027
 Table 145 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
 Table 146 □Forecast Sales in General Merchandise Stores by Channel: Value 2022-2027
 Table 147 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2022-2027

DIRECT SELLING IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling continues recording a positive (if modest) growth rate in 2022

Amway and Herbalife remain the top two players in direct selling

Direct sellers promote positive image through community services

PROSPECTS AND OPPORTUNITIES

Amway will continue leading direct selling

Social commerce is the future

E-commerce still represents a threat to direct selling

CHANNEL DATA

Table 115 Direct Selling by Product: Value 2017-2022
 Table 116 Direct Selling by Product: % Value Growth 2017-2022
 Table 117 Direct Selling GBO Company Shares: % Value 2018-2022
 Table 118 Direct Selling GBN Brand Shares: % Value 2019-2022
 Table 119 Direct Selling Forecasts by Product: Value 2022-2027
 Table 120 Direct Selling Forecasts by Product: % Value Growth 2022-2027

VENDING IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vending back to recording positive growth in 2022

Japanese cuisine, such as sushi, represents a popular offering via vending

Smart vending machines open up new growth opportunities with enhanced features

PROSPECTS AND OPPORTUNITIES

Vending expected to continue growing

Smart vending is getting smarter and smarter

CHANNEL DATA

Table 121 Vending by Product: Value 2017-2022
 Table 122 Vending by Product: % Value Growth 2017-2022
 Table 123 Vending GBO Company Shares: % Value 2018-2022
 Table 124 Vending GBN Brand Shares: % Value 2019-2022
 Table 125 Vending Forecasts by Product: Value 2022-2027
 Table 126 Vending Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Local e-commerce needs to have a seamless offline/online advantage

CHANNEL DATA

Table 127 Retail E-Commerce by Channel: Value 2017-2022

Table 128 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 129 Retail E-Commerce by Product: Value 2017-2022

Table 130 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 131 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 132 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 133 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 134 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 135 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 136 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Hong Kong, China

Market Direction | 2023-03-06 | 109 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com