

General Merchandise Stores in Hong Kong, China

Market Direction | 2024-03-13 | 37 pages | Euromonitor

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Report description:

General merchandise stores saw a second year of double-digit current value growth in Hong Kong in 2023, finally recovering to the pre-pandemic (2019) level of sales, after disruption due to the loss of tourist flows. Although variety stores saw slower growth than department stores in 2023, it was less negatively impacted by the pandemic, so had less ground to make up, having already returned to the 2019 level of sales in 2021. One of the top five players in variety stores is MUJI. In July 2023 M...

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 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: 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.

Table of Contents:

General Merchandise Stores in Hong Kong, China

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List Of Contents And Tables

GENERAL MERCHANDISE STORES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

MUJI opens an outlet in the new shopping centre The Wai

Developments from leading department stores

Changing consumer shopping patterns

PROSPECTS AND OPPORTUNITIES

Kai Tak will be the new retail destination, and includes a new Sogo department store

More Japanese food expected to be available in general merchandise stores

Yata set to open and revamp stores, while AEON is shifting its retail strategy

CHANNEL DATA

Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 5 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 6 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 □Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 11 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

RETAIL IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retail and tourism

Revival of outbound travel prevents full recovery

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

China National Day (also known as Golden Week)

Chinese New Year (Spring Festival)

Christmas and New Year

MARKET DATA

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Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
Table 14 Sales in Retail Offline by Channel: Value 2018-2023
Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 16 Retail Offline Outlets by Channel: Units 2018-2023
Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023
Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 22 Sales in Grocery Retailers by Channel: Value 2018-2023
Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 24 Grocery Retailers Outlets by Channel: Units 2018-2023
Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 28 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 30 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 32 Retail GBO Company Shares: % Value 2019-2023
Table 33 Retail GBN Brand Shares: % Value 2020-2023
Table 34 Retail Offline GBO Company Shares: % Value 2019-2023
Table 35 Retail Offline GBN Brand Shares: % Value 2020-2023
Table 36 Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 37 Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 38 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 39 Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 40 Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 41 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 47 Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 49 Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
DISCLAIMER
SOURCES
Summary 2 Research Sources

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