

## **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 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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Changing consumer shopping patterns

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#### **MARKET DATA**

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