

Retail E-Commerce in Hong Kong, China

Market Direction | 2024-03-13 | 39 pages | Euromonitor

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Report description:

After many years of double-digit current value growth for retail e-commerce in Hong Kong, sales turned to slight decline in 2023. At the beginning of February 2023 the Hong Kong Government implemented the full resumption of travel, with Hong Kong re-establishing connections with mainland China and the rest of the world. 2023 therefore saw a significant surge in outbound travel. The leading e-commerce player in Hong Kong, HKTVmall, therefore reported a decline in total e-commerce sales, and a maj...

Euromonitor International's Retail E-Commerce 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 by Product, Retail E-Commerce by Type.

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 E-Commerce 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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