

## **Supermarkets in Hong Kong, China**

Market Direction | 2024-03-13 | 36 pages | Euromonitor

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### **Report description:**

Supermarkets saw a slight current value decline in Hong Kong in 2023, returning almost to the pre-pandemic level of sales. The average selling price of goods in three of the major supermarkets, Wellcome, ParknShop, and U select, increased by 2% year-on-year in 2022, and continued to rise in 2023; an increase higher than inflation, according to the Consumer Council. In particular, increases in the prices of daily necessities such as rice, oil, and canned food were the highest. The Hong Kong econo...

Euromonitor International's Supermarkets 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.

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

Why buy this report?

- \* Get a detailed picture of the Supermarkets 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 reliable information resources to help drive informed strategic planning.

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