

## **Consumer Lifestyles in Hong Kong, China**

Market Direction | 2024-06-13 | 60 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles in Hong Kong, China report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Overview 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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Consumer landscape in Hong Kong, China 2024

Personal traits and values

Most Hong Kongese are concerned about rising costs

Voice of the consumer (1)

Time with extended family is most prioritised by baby boomers

Hong Kongese consumers see the importance of experiencing other cultures

Hong Kongers enjoy experimenting with new goods and services

Gen X is Hong Kong's most optimistic generation

Personal traits and values survey highlights

Home life and leisure time

Millennials most regularly spend their time at home socialising online

Voice of the consumer (2)

Hong Kongers prefer socialising with friends in person

Gen X consumers in Hong Kong seek multifunctional spaces in their homes

Younger Hong Kongers seek homes in safe locations

Hong Kongese travellers seek relaxation

Home life and leisure time survey highlights

Eating and dietary habits

Older generations are more cognisant of their alcohol intake

Older generations have someone else cooking for them

Hong Kongese consumers prefer to cook their own meals

Baby boomers and Gen Z have more allergies or intolerances to particular foods

Hong Kongese consumers willing to pay more for health and nutritional benefits

Eating and dietary habits survey highlights

Working life

Baby boomers enjoy self-expression and a sense of responsibility from their work

Voice of the consumer (3)

Hong Kongese prefer jobs that accommodate their work-life balance

High salaries most important for millennials

Hong Kongese expect flexible working hours

Working life survey highlights

Health and wellness

Hong Kongese prefer to run or jog

Gen Z is the only generation to not primarily seek physical activity to alleviate stress

Consumers in Hong Kong value health and nutritional properties in food and drinks

Gen X leads the pack for usage of health tracking apps

Health and wellness survey highlights

Shopping and spending

Consumers in Hong Kong less likely to seek deals than those in other countries

Voice of the consumer (5)

Millennials will forsake durability for lower prices more than other generations

Millennials more inclined to favour personalised shopping experiences

Baby boomers more inclined to rent than buy items

Consumers in Hong Kong regularly resell second-hand goods

Most Hong Kongers use social media to review products or services

Consumers in Hong Kong place a lot of trust in recommendations from friends and family

Voice of the consumer (6)

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Consumers in Hong Kong expect to spend more on health and wellness  
Gen X are the most financially secure generation in Hong Kong  
Shopping and spending survey highlights

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