

Hong Kong E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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Report description:

The Hong Kong E-commerce Market is expected to register a CAGR of greater than 8.7% during the forecast period.

Key Highlights

- E-commerce in the country is experiencing significant growth due to an increase in the adoption of digitalization by retailers in the region. Also, internet penetration in the region has increased as the advancement in information communication technologies has fueled the adoption of broadband services in households and businesses.
- However, the region is characterized by an aversion toward online shopping compared to Mainland China. The high density of population in the region is expected to create new opportunities as the region experiences a transition toward online shopping.
- The E-commerce uptake is increasing with the rising smartphone use and younger generations involved in online shopping via social media channels. Mobile e-commerce is enhanced with 5G networks available in the country, increasing on-the-go internet speeds and facilitating more mobile e-commerce.
- Further, the country has a robust and efficient logistical system and is a regional logistical center of Asia. The robust logistical system eased the adoption of e-commerce by retailers in the country.
- The advent of COVID-19 has raised severe challenges in terms of logistics and transportation of goods due to stringent lockdowns in the region. However, the pandemic also created a need for the adoption of e-commerce and fueled the growth in the region.

Hong Kong E-commerce Market Trends

Increase in Internet Penetration Across the Country is Fueling the Growth of the Market

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- With the increase in internet adoption across the country, the penetration of online retailing is growing. According to the world bank, internet users in Hong Kong accounted for 92.4%, 91.7%, and 90.5% of the country's population for 2020, 2019, and 2018, respectively.
- According to a survey conducted by the Government of Hong Kong in 2020, over 2.01 million households in had PCs, representing 75.3% of all households in the country, and 100% of those households had an internet connection for their PCs.
- Businesses in the country are adopting the online-to-offline model (O2O) to meet the demand for goods in the online marketplace. According to Shopline, an e-commerce solutions and customized services company, more than 50% of its e-commerce Hong Kong retailers have physical stores.
- With such a rise in the adoption of e-commerce, the region is witnessing significant growth, and it is expected that traditional brick-and-mortar retailers are willing to adopt the online-to-offline model as this can benefit them by selling products 24/7.

Fashion Segment Accounts for Significant Share

- In recent times fashion retail has become very competitive, as major brands in the business are boosting e-commerce operations in order to develop online shopping in the country. Further, online shopping enables retailers to adopt technologies such as Big data analysis, which allows the company to grasp the fashion market with information and analysis of the user trends.
- Also, advancements in technology and an increase in the efficiency of logistics have enabled logistical companies to provide services at a lower price. As most of the orders in e-commerce are made up of small batches, the cost of logistics used to be very high. Several apparel companies operating in the region have focussed on achieving higher logistic support in order to gain customer satisfaction with deliveries.
- In recent times logistical companies charge very less for small batches than in fashion e-commerce orders and also offer services such as collection, inspection, and repackaging of returned goods which enables the customers an added advantage to make fashion purchases online.
- The increase in internet adoption has enhanced the social media landscape in the country. Social media such as Facebook, Instagram, and other platforms are not only used for connectivity but to keep up with the latest fashion trends and to research the products to purchase.
- With a high user penetration rate for Facebook, Instagram, and other platforms, many fashion companies in the country have increased focus on brand advertising and user engagement through social media as reviews play an important role in e-commerce, with a significant portion of consumers reading online reviews of products prior to purchase.

Hong Kong E-commerce Industry Overview

In Hong Kong, the competition in the e-commerce market has increased as the customer's adoption of online sales channels has grown. This growth is aided by an increase in internet penetration. The level of rivalry in the Hong Kong e-commerce market is medium due to the presence of a few significant market players. The number of local and global brands in the e-commerce market is increasing, which increases the competition in the market.

- May 2022 - DFI Retail Group, an Asian retail company, launched *yuu to me*, the new one-stop platform on the all-inclusive app. This app enables users to shop for over 30,000 products from many brands in Hong Kong.
- March 2022 - Kicks Crew, a Los Angeles and Hong Kong-based sneaker and apparel platform, raised USD 6 million in Series A funding led by Gobi Partners, Pacific Century Group, and Complex China.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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