

Online Retail in Hong Kong

Industry Report | 2025-10-30 | 38 pages | MarketLine

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Report description:

Online Retail in Hong Kong

Summary

Online Retail in Hong Kong industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Hong Kongese online retail sector recorded revenues of \$3.9 billion in 2024, representing a compound annual growth rate (CAGR) of 9.6% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$1.9 billion, equivalent to 49.6% of the sector's overall value.
- Hong Kong accounted for a 0.3% share of the Asia-Pacific online retail sector in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Hong Kong
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Hong Kong
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Hong Kong online retail market with five year forecasts

Reasons to Buy

- What was the size of the Hong Kong online retail market by value in 2024?
- What will be the size of the Hong Kong online retail market in 2029?
- What factors are affecting the strength of competition in the Hong Kong online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Hong Kong's online retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. What are the major challenges in the sector?

8 Company Profiles

8.1. Amazon.com Inc

8.2. Sa Sa International Holdings Ltd

8.3. Apple Inc

9 Macroeconomic Indicators

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- 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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