

## **Hong Kong E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Hong Kong E-commerce Market Analysis

The Hong Kong e-commerce market is expected to grow from USD 26.15 billion in 2025 to USD 28.82 billion in 2026 and is forecast to reach USD 46.87 billion by 2031 at 10.21% CAGR over 2026-2031. Continuous gains arise from the territory's role as a springboard between mainland China and international buyers, its 95.6% internet penetration, and its 93.9% mobile-access rate. Cross-border activity already delivers 55% of total online sales, while government digital-funding schemes accelerate SME migration, and 5G coverage sustains a mobile-first consumer mindset. Mainland platforms are enlarging their presence, intensifying rivalry and prompting investment in purpose-built logistics such as the 380,000 m<sup>2</sup> Cainiao Smart Gateway. The payment landscape is equally dynamic: credit and debit cards hold 45% transaction share, yet digital wallets are expanding at 16.3% CAGR, encouraged by WeChat Pay HK and AlipayHK adoption by more than 85% of residents.

Hong Kong E-commerce Market Trends and Insights

Growth of Mobile-First Shoppers Fueled by 5G Roll-out & 99% Smartphone Penetration

Mobile commerce already contributes 57% of Hong Kong e-commerce market transactions and is forecast to climb to 65% by 2027 as 5G enables richer media and near-instant page loads. Retailers are redesigning storefronts for thumb-friendly navigation, launching app-exclusive flash sales, and leveraging higher-definition livestreaming for fashion and beauty lines. These actions translate into larger basket sizes and shorter purchase cycles, reinforcing the strength of the Hong Kong e-commerce market

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among all age groups.

#### Government Digital Funding Schemes Boosting SME Online Migration

Programs such as "E-commerce Easy" under the BUD Fund permit grants up to HKD 1 million (USD 128,000) per firm, with nearly 1,000 approvals in the first half of 2024. These subsidies lower entry barriers for legacy sectors and accelerate digitization of procurement and customer engagement. Participating merchants report swifter storefront launches and enhanced access to mainland buyers through bilingual interfaces, delivering broad-based lift to the Hong Kong e-commerce market.

#### Sky-High Warehouse Rents and Last-Mile Labour Costs Compressing Margins

Industrial vacancy in Hong Kong's core districts fell to 4.1% by end-2023, driving the logistics rental index up 2.5% year-on-year. Pure-play retailers face elevated fixed costs, forcing them to split inventories between Hong Kong micro-fulfilment spaces and larger GBA facilities. Smaller sellers struggle to justify automation investment, which can erode cost competitiveness within the wider Hong Kong e-commerce market.

Other drivers and restraints analyzed in the detailed report include:

Accelerated Cross-Border Fulfilment via Greater Bay Area Logistics Corridors  
High Credit-Card & E-Wallet Usage Enabling Frictionless Checkout  
Saturation of Marketplace Advertising Driving Customer-Acquisition Costs

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The B2C channel owned 79.35% of Hong Kong e-commerce market share in 2025 thanks to consumer familiarity with fast delivery and diversified payment methods. Yet the B2B corridor is accelerating at a 11.65% CAGR through 2031, supported by the Digital Commerce Three-Year Action Plan that incentivizes enterprise marketplaces. Electronics and fashion wholesalers increasingly favor online catalogues and RFQ dashboards, cutting sourcing lead-times while expanding supplier scope.

Momentum in B2B is altering supply-chain negotiation, with most buyers now preferring digital channels for initial vendor discovery. Unified trade-finance APIs and escrow services further de-risk large ticket orders. These developments enlarge the Hong Kong e-commerce market by diversifying revenue beyond consumer spend and embedding platform services into corporate workflows. The Hong Kong e-commerce industry consequently records deeper integration between logistics, payment, and customs data layers.

Smartphones processed 69.20% of transactions in 2025 and are climbing at 12.05% CAGR, outpacing every other device category. This supremacy reflects commuter convenience, high 5G coverage, and seamless biometric payment authentication. Desktops remain relevant for enterprise procurement that demands richer spec sheets, while tablets and smart TVs represent long-tail touchpoints.

Retailers now launch mobile-exclusive loyalty tiers and leverage push notifications to rebuild visit frequency. 'Shop-now' links embedded in TikTok or Instagram posts shorten the decision loop, a shift that continues to propel the Hong Kong e-commerce market. The Hong Kong e-commerce market size for smartphone traffic is forecast to widen its gap over desktop sales through 2031.

The Hong Kong E-Commerce Market Report is Segmented by Business Model (B2C, B2B), Device Type (Smartphone / Mobile,

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Desktop and Laptop, Other Device Types), Payment Method (Credit / Debit Cards, Digital Wallets, BNPL, Other Payment Method), B2C Product Category (Beauty and Personal Care, Consumer Electronics, Fashion and Apparel, Food and Beverages, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Hong Kong Technology Venture Company Limited (HKTVmall) Alibaba Group Holding Limited JD.com, Inc. Amazon.com, Inc. DFI Retail Group Holdings Limited Price Guide Sdn. Bhd. WeChat Pay Hong Kong Limited eBay Inc. MUJI (Hong Kong) Company Limited Carousell Pte. Ltd. YOHO Group Holdings Limited Ztore HK Limited Deliveroo Hong Kong Limited Foodpanda Hong Kong (Delivery Hero SE) A.S. Watson Retail (HK) Limited (Fortress) Apple Inc. Zalora Group Nike Hong Kong Limited

Additional Benefits:

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

## **Table of Contents:**

### **1 INTRODUCTION**

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### **2 RESEARCH METHODOLOGY**

### **3 EXECUTIVE SUMMARY**

### **4 MARKET LANDSCAPE**

#### **4.1 Market Overview**

#### **4.2 Market Drivers**

- 4.2.1 Growth of Mobile-First Shoppers Fueled by 5G Roll-out and 99 % Smartphone Penetration in Hong Kong
- 4.2.2 Accelerated Cross-Border Fulfilment via Greater Bay Area Logistics Corridors
- 4.2.3 Government Digital Funding Schemes (D-Biz, E-commerce Easy) Boosting SME Online Migration
- 4.2.4 High Credit-Card and E-Wallet Usage Enabling Frictionless Checkout
- 4.2.5 Rising Affluence of Gen Z and Mainland Tourist Spend on HK Platforms
- 4.2.6 Live-Streaming and Social Commerce Monetisation Partnerships with KOLs

#### **4.3 Market Restraints**

- 4.3.1 Sky-High Warehouse Rents and Last-Mile Labour Costs Compressing Margins
- 4.3.2 Saturation of Marketplace Advertising Driving Customer-Acquisition Costs
- 4.3.3 Persistent Consumer Concerns over Product Authenticity on C2C Channels
- 4.3.4 Talent Shortage in Data and Growth-Hacking Roles for E-commerce Operations

#### **4.4 Value Chain Analysis**

#### **4.5 Regulatory Outlook**

#### **4.6 Porter's Five Forces Analysis**

- 4.6.1 Bargaining Power of Suppliers
- 4.6.2 Bargaining Power of Buyers/Consumers
- 4.6.3 Threat of New Entrants
- 4.6.4 Threat of Substitutes
- 4.6.5 Intensity of Competitive Rivalry

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- 4.7 Key Market Trends and Share of E-commerce in Total Retail
- 4.8 Assessment of Macro Economic Trends on the Market
- 4.9 Demographic Analysis (Population, Internet, Age, Income)
- 4.10 Cross-Border E-commerce Size and Trends
- 4.11 Kuwait's Competitive Position within Asia-Pacific Digital Commerce
- 4.12 Investment Analysis

## 5 MARKET SIZE AND GROWTH FORECASTS (VALUES)

- 5.1 By Business Model
  - 5.1.1 B2C
  - 5.1.2 B2B
- 5.2 By Device Type
  - 5.2.1 Smartphone / Mobile
  - 5.2.2 Desktop and Laptop
  - 5.2.3 Other Device Types
- 5.3 By Payment Method
  - 5.3.1 Credit / Debit Cards
  - 5.3.2 Digital Wallets
  - 5.3.3 BNPL
  - 5.3.4 Other Payment Method
- 5.4 By B2C Product Category
  - 5.4.1 Beauty and Personal Care
  - 5.4.2 Consumer Electronics
  - 5.4.3 Fashion and Apparel
  - 5.4.4 Food and Beverages
  - 5.4.5 Furniture and Home
  - 5.4.6 Toys, DIY and Media
  - 5.4.7 Other Product Categories

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
  - 6.4.1 Hong Kong Technology Venture Company Limited (HKTVmall)
  - 6.4.2 Alibaba Group Holding Limited
  - 6.4.3 JD.com, Inc.
  - 6.4.4 Amazon.com, Inc.
  - 6.4.5 DFI Retail Group Holdings Limited
  - 6.4.6 Price Guide Sdn. Bhd.
  - 6.4.7 WeChat Pay Hong Kong Limited
  - 6.4.8 eBay Inc.
  - 6.4.9 MUJI (Hong Kong) Company Limited
  - 6.4.10 Carousell Pte. Ltd.
  - 6.4.11 YOHO Group Holdings Limited
  - 6.4.12 Ztore HK Limited

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- 6.4.13 Deliveroo Hong Kong Limited
- 6.4.14 Foodpanda Hong Kong (Delivery Hero SE)
- 6.4.15 A.S. Watson Retail (HK) Limited (Fortress)
- 6.4.16 Apple Inc.
- 6.4.17 Zalora Group
- 6.4.18 Nike Hong Kong Limited

## 7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

### 7.1 White-Space and Unmet-Need Assessment

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