



Supermarkets in Hong Kong, China

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling sales for supermarkets despite increasing demand for convenience food
Stability among the leaders, but new players from mainland China threaten the status quo
Rising number of Asian discount supermarkets enter Hong Kong

PROSPECTS AND OPPORTUNITIES

Ageing population and northbound spending may present challenges
E-commerce may offer some hope for growth in otherwise uncertain market
Sustainability continues to gain importance among local consumers

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Retail in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Changing consumer behaviour influences spending patterns
E-commerce adoption increases as digital literacy and popularity of channel grows
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
China National Day (also known as Golden Week)
Chinese New Year (Spring Festival)
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