Euromonitor International

Consumer Lifestyles in Hong Kong, China

October 2026

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CONSUMER LANDSCAPE

Consumer landscape in Hong Kong, China 2026

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Personal traits and values
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Younger generations purchase from brands and companies that they trust
Consumers like to try new products and services
Younger generations anticipate an increase in happiness
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Playing video games is a key activity for Gen Z
Gen Z are most likely to socialise with friends online
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Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Younger generations are more likely to monitor what they eat
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Many consumers in Hong Kong, China prepare meals themselves
Younger generations closely read nutrition labels
Consumers are willing to pay more for products that are premium or gourmet
Eating and dietary habits survey highlights

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Working life
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Working life survey highlights

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Health and wellness
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Millennials engage in massage for stress-reduction
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Younger generations use apps to track health and fitness
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers in Hong Kong, China enjoy discovering good deals
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Younger generations are open to purchasing used or pre-owned goods
Consumers in Hong Kong, China often share/swap items or services

Millennials regularly follow or like companies' social media feed or posts
Consumers in Hong Kong, China highly trust friends and family recommendations
Consumers expect to increase spending on health and wellness the most
Millennials resort to using credit cards or overdrafts to cover expenses
Shopping and spending survey highlights

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