

General Merchandise Stores in Hong Kong, China

March 2024

Table of Contents

General Merchandise Stores in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

MUJI opens an outlet in the new shopping centre The Wai Developments from leading department stores Changing consumer shopping patterns

PROSPECTS AND OPPORTUNITIES

Kai Tak will be the new retail destination, and includes a new Sogo department store More Japanese food expected to be available in general merchandise stores Yata set to open and revamp stores, while AEON is shifting its retail strategy

CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Sales in General Merchandise Stores by Channel: Value 2018-2023
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2019-2023
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Retail in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture Retail and tourism Revival of outbound travel prevents full recovery What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 Seasonality China National Day (also known as Golden Week) Chinese New Year (Spring Festival) Christmas and New Year

MARKET DATA

- Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023Table 14 Sales in Retail Offline by Channel: Value 2018-2023Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023Table 16 Retail Offline Outlets by Channel: Units 2018-2023Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023 Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023 Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023 Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023 Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023 Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023 Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 Table 32 - Retail GBO Company Shares: % Value 2019-2023 Table 33 - Retail GBN Brand Shares: % Value 2020-2023 Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023 Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023 Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023 Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023 Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023 Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023 Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023 Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028 Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028 Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028 Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028 Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028 Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028 Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028 Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028 Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028 Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028 Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028 Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028 Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028 Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028 Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028 Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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