



# Consumer Lifestyles in Hong Kong, China

June 2025

Table of Contents

Scope

## CONSUMER LANDSCAPE

Consumer landscape in Hong Kong, China 2025

## PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Hong Kong, China take health and safety precautions when they leave home

Time for myself: Most prioritised by Gen Z

Baby boomers give back to those in need

Consumers like to try new products and services

Baby boomers anticipate a decrease in the amount of work they will have to do in the future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Playing video games: Popular home activity among Gen Z

Consumers go shopping for enjoyment

Outside space: Home feature most desired by millennials

Safe location: External feature most desired by older generations

Consumers in Hong Kong, China desire a secure location when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Older generations keep track of the calories in the food they consume

Millennials have strong doubts in their own cooking abilities

Consumers prepare meals for themselves

Millennials do not typically eat meat or fish

Consumers are ready to pay more for products that are premium or gourmet

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Gen Z want to work with like-minded individuals

Hong Kongers seek to find employment that provides time for both personal and work life

Baby boomers seek to ensure stability in employment

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Hong Kong consumers participate in walking or hiking

Massage most popular stress-reduction measure among Gen X

Health and nutritional properties the most influential product feature

Baby boomers frequently visit health-related or medical sites

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Consumers in Hong Kong, China like to find bargains

Older generations explore shops even if they have no intention of purchasing anything

Gen X seek products with easy-to-understand labels

Gen Z are open to purchasing used or pre-owned goods  
Consumers often sell used or second-hand items  
Older generations often share items they buy on their social media profiles  
Millennials use AR/VR to enhance a shopping experience  
Consumers in Hong Kong, China expect to spend more on health and wellness  
Older generations are comfortable with their current financial situation  
Shopping and spending survey highlights

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-lifestyles-in-hong-kong-china/report](http://www.euromonitor.com/consumer-lifestyles-in-hong-kong-china/report).