



Consumer Values and Behaviour in Hong Kong, China

June 2025

Scope

HIGHLIGHTS

Consumer values and behaviour in Hong Kong

PERSONAL TRAITS AND VALUES

Hong Kongers are troubled by the escalating expenses associated with everyday goods

Older generations feel at ease expressing their identity among friends and family

Consumers enjoy experimenting with novel goods and services

Gen Z seek out distinctively tailored products and services

Consumers anticipate that their level of happiness will increase in the future

Gen Z are looking forward to a brighter future

HOME LIFE

While at home, consumers in Hong Kong connect with friends or family virtually

Proximity to public transport remains the most desired home feature

COOKING AND EATING HABITS

Hong Kongese prefer to eat at restaurants

Consumers in Hong Kong say that going out to eat at a restaurant is more convenient

Baby Boomers say they do not like to cook

Younger consumers actively look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to work close to home

Hong Kongese primarily desire to receive a generous income

Hong Kongese say they have a strict boundary between work and personal life

LEISURE

Consumers in Hong Kong prefer interacting with their friends virtually

Younger generations enjoy going to sporting events

Consumers in Hong Kong primarily seek secure place to visit when travelling

Older generations most concerned about safe destinations when traveling

HEALTH AND WELLNESS

Hong Kongese walk or hike for exercise

Gen Z take part in other rigorous physical exercise

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Hong Kongese are concerned about climate change

Consumers actively pursuing environmentally-conscious lifestyles

Hong Kongese choosing products that are designed to use energy more efficiently

Hong Kongese contribute to non-governmental organizations and charitable institutions

SHOPPING

Consumers in Hong Kong enjoy discovering good deals

Baby Boomers visit stores that offer loyalty programs or memberships

Consumers in Hong Kong endeavor to embrace a minimalist lifestyle

Gen Z are willing to buy second-hand or previously-owned items

Hong Kongese subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on travel/holidays the most
Consumers in Hong Kong have the ability to consistently set aside a portion of their earnings
Younger generations have enough money readily available for unexpected expenses
Millennials expect to increase overall spending the most

TECHNOLOGY

Consumers in Hong Kong proactively oversee the sharing of data and privacy preferences
Gen Z share data in order to receive personalised and targeted offers/deals
Hong Kongese utilise platforms for communicating digitally
Older generations regularly utilise platforms for communicating digitally
Younger consumers frequently read reviews of their favourite goods or services
Consumers in Hong Kong engage with businesses' social media content
Younger generations share opinions about a companies' products online

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