



Euromonitor
International

Health and Beauty Specialists in Hong Kong, China

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall positive growth, but beauty specialists struggles due to outbound travel
Solid growth for essential pharmaceuticals as consumers continue to prioritise health
AS Watson regains momentum, supported by various strategies

PROSPECTS AND OPPORTUNITIES

Shift in tourism and local consumption a barrier to stronger growth
Demand for essential pharmaceutical goods to continue growing over forecast period
Integrating technology and sustainability concepts to drive interest in beauty products

CHANNEL DATA

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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 regains strong growth momentum, recording dynamic performance
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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- **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.

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