



**Euromonitor  
International**

# General Merchandise Stores in Hong Kong, China

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Dynamic growth for department stores as new shopping centres and unique outlets emerge  
Solid performance by variety stores as tourist numbers improve  
Yata thrives while other major names struggle and close stores

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Department stores unlikely to see significant growth over forecast period  
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Greater variety of Asian snacks and exclusive products to be in stocked in local market

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Retail in Hong Kong, China - Industry Overview

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Changing consumer behaviour influences spending patterns  
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