



Euromonitor
International

Retail E-Commerce in Hong Kong, China

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ease of use and accessibility mean e-commerce is strongest performer in retail
HKTVmall continues to grow from strength to strength
Rising preference for online shopping as e-commerce gains shares from physical outlets

PROSPECTS AND OPPORTUNITIES

E-commerce set to continue to grow as local retailers adopt omnichannel strategy
Ongoing development of northbound cross-border logistics to further drive e-commerce growth
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Retail in Hong Kong, China - Industry Overview

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