



Small Local Grocers in Hong Kong, China

March 2024

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Small Local Grocers in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to mobility impacts sales of small local grocers
Increase in new speciality grocers with large retail space
Small local grocers remain popular, with stronger growth than supermarkets

PROSPECTS AND OPPORTUNITIES

Increased challenges in terms of resources and channel competition
Changing consumer habits and preferences
Blurring lines between variety stores/convenience stores/local small grocers

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