



# Retail E-Commerce in Hong Kong, China

March 2024

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## Retail E-Commerce in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce turns to decline in 2023 as mobility restrictions are lifted

Online shopping and omnichannel retailing are irreversible trends

Hong Kong consumer preferences online

#### PROSPECTS AND OPPORTUNITIES

Conversational commerce set to rise amongst local retailers

Government promotes e-commerce operations to local retailers

Rapid development of cross-border logistics set to drive cross-border e-commerce

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Seasonality

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