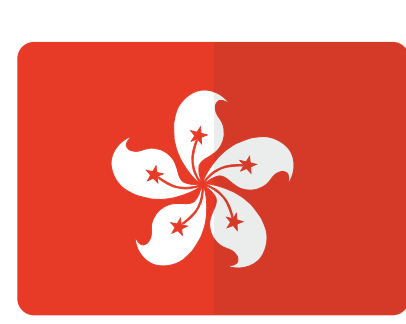
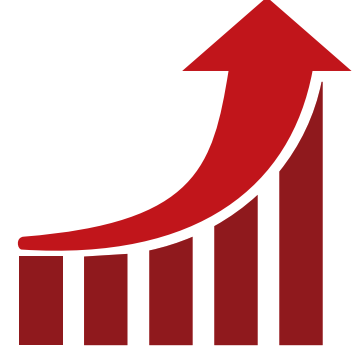


# From payment methods to logistics we provide insights on everything you need to grow sales in the Hong Kong eCommerce Market

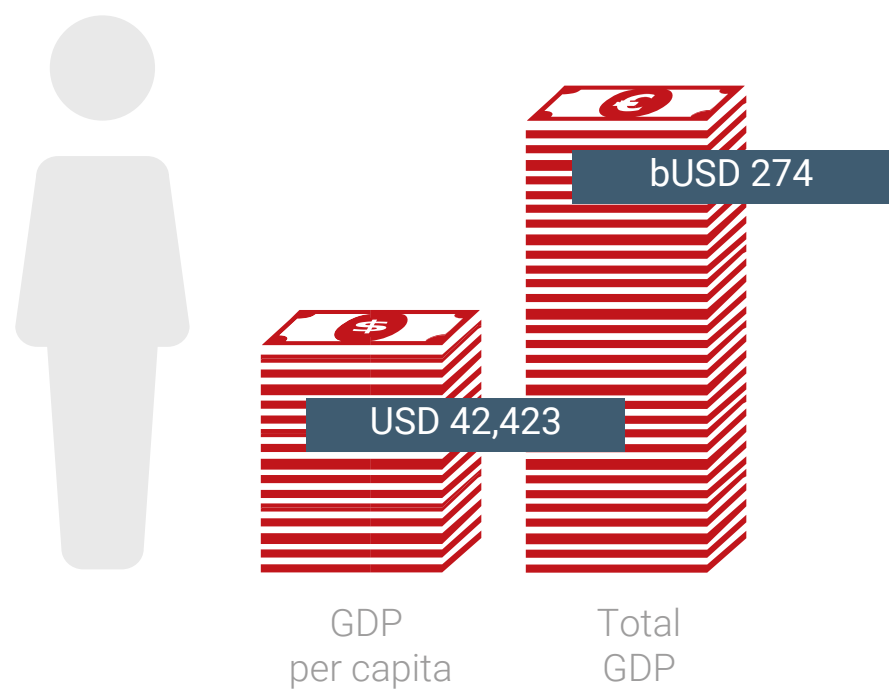


## Economy

Hong Kong is the **16<sup>th</sup>** richest territory in the world, according to the World Bank. The city has a population of **7.2 million people** with a **GDP per capita of USD 42,423**.



**GDP IS EXPECTED TO GROW IN COMING YEARS.**



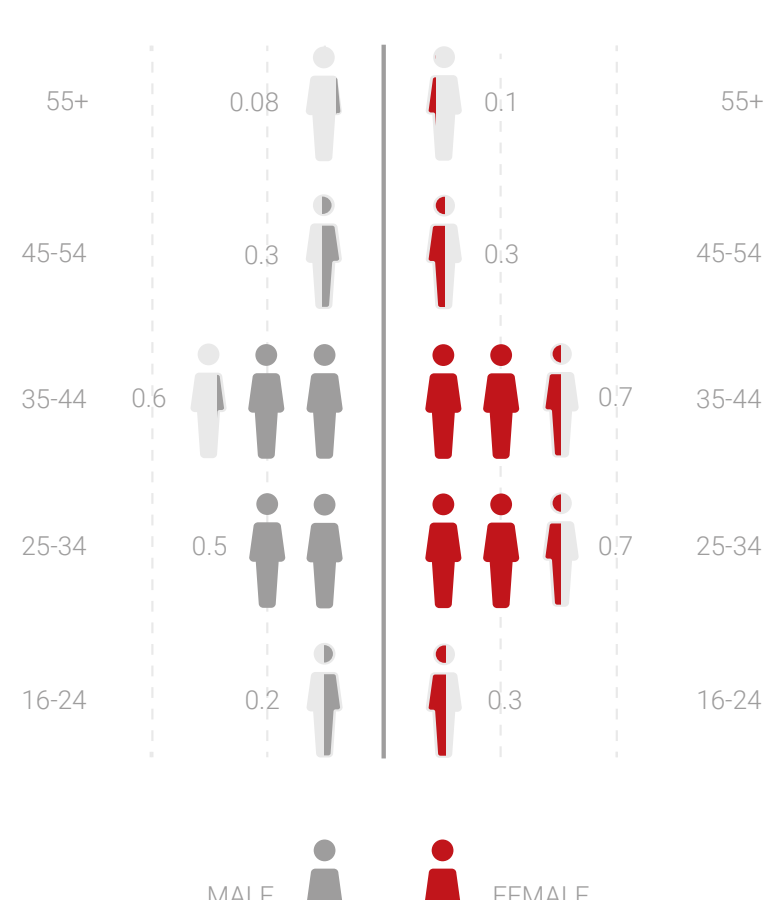
## User Insights

Currently home to **3.64 million eCommerce users**, users are expected to reach **4.446 million by 2020**.

The average revenue generated per user amounts to **USD \$1,206.77**, with **\$1,501.93** projected for 2020.



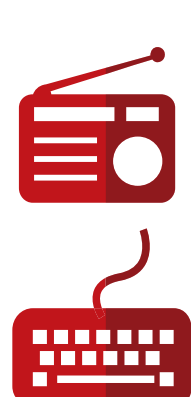
## USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



## NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

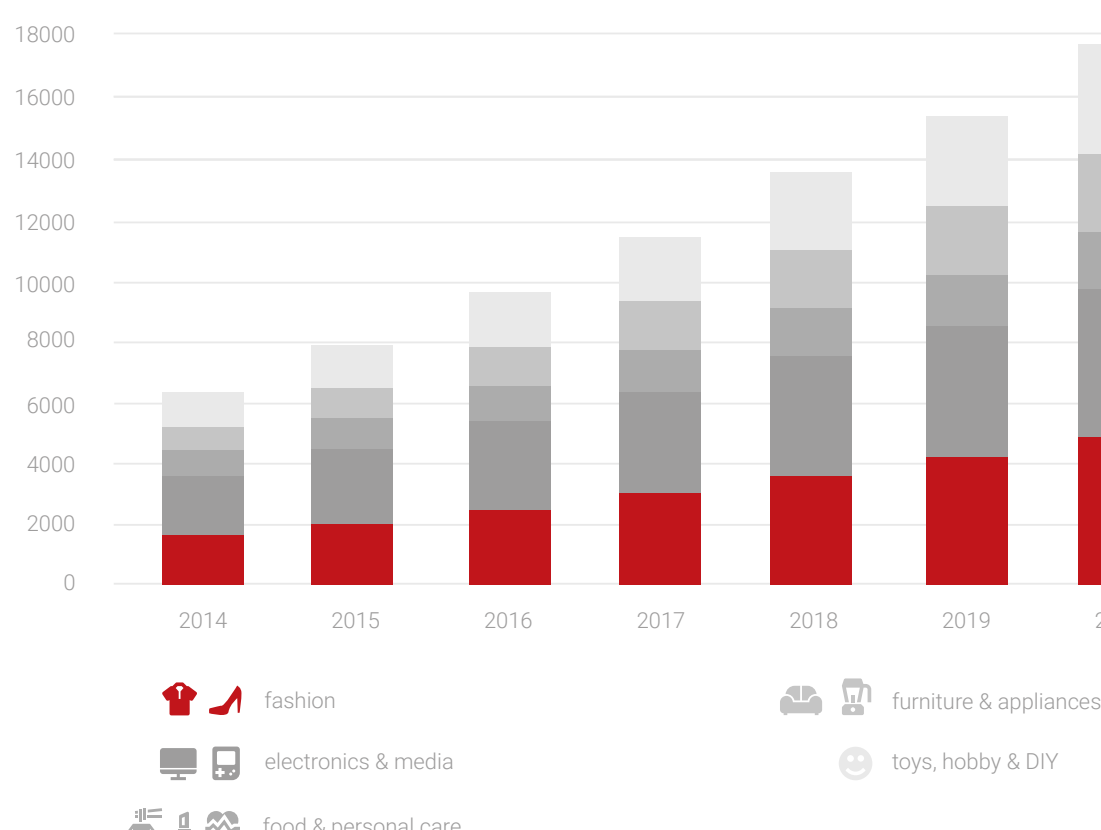


**Electronics** is the leading revenue generator and is expected to grow from the current **\$1.29 bUSD** to **\$1.92 bUSD** by 2020.



**Fashion** is a close second and is forecast to grow to a market value of **\$1.92 bUSD** by 2020.

## PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



## Where does Hong Kong shop from?

**China** supplies Hong Kong with **\$283.2 bUSD** in imports. Other key import partners are **US (\$43.1 bUSD)**, **Japan (\$15.2 bUSD)**, **India (\$11.6 bUSD)**, and **Vietnam (\$9.8 bUSD)**.



## Preferred Online Payment Methods

**Prepaid cards** lead the market share with **38%** of consumers using preloaded cards to make online purchases. This is followed by **eWallets** and **credit cards**. **Visa**, **MasterCard**, **American Express**, **Discover** and **Maestro** are all popular **credit cards**.



**eWallets** are projected to grow in market share with popular local **mPayment solution Octopus** building market share.

## Logistics & Infrastructure

**Geographic advantage** (due to its strategic location on the East-West trade route), **free port status**, a **transparent regulatory regime**, **simple tax with low tax rates** and a **world class infrastructure** system make Hong Kong an attractive trading center.

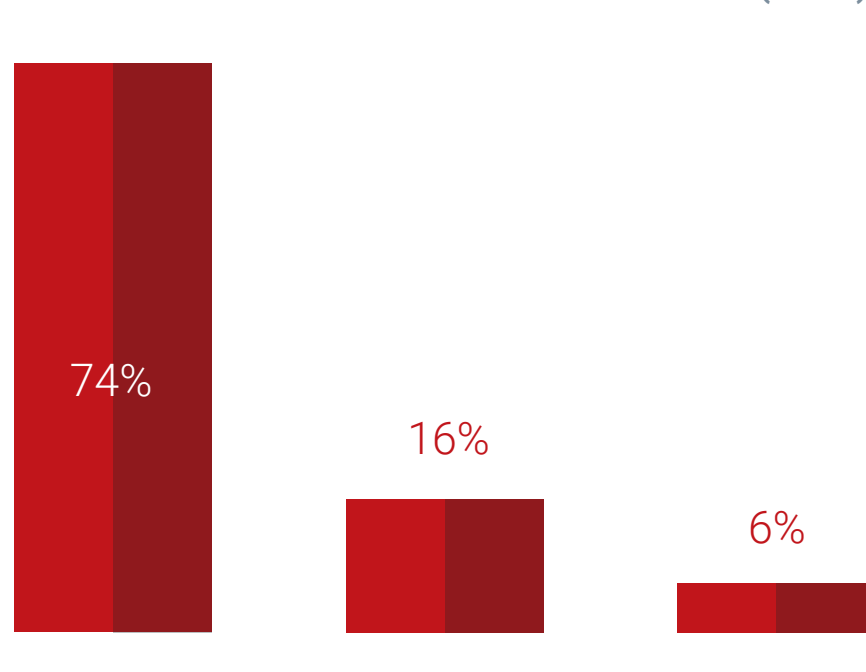


In 2016, **Hong Kong** was ranked **9<sup>th</sup>** in the world by the **World Bank** for logistics

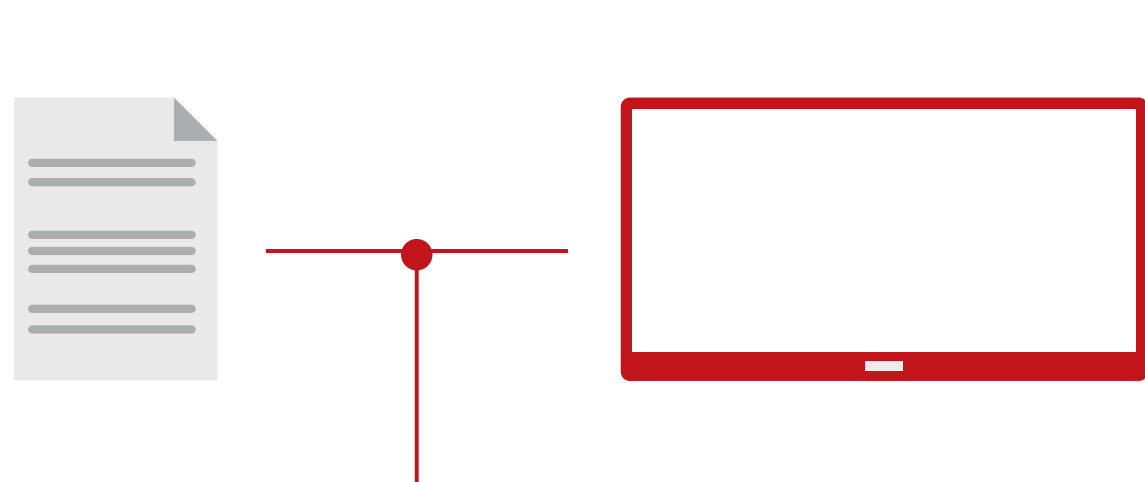
## Device Usage

**Internet penetration** is at **77%** and expected to grow to **82.5%** by 2020. **Mobile penetration** is expected to reach **78%** by 2020 and is currently **71.3%**.

## DEVICES USED FOR ONLINE PURCHASES (2015)



## Marketing

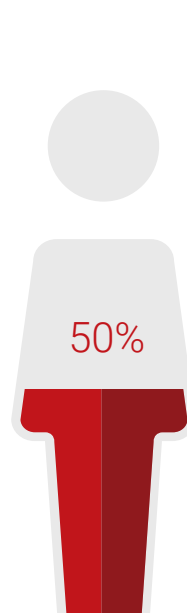


In 2015, advertisers **spent 5 times more on digital** than in 2009, surpassing more traditional marketing staples like **magazines** and **radio**. **Newspapers** and **television** represent the **biggest marketing spend**.

**Messenger Apps** lead the market. Users are divided between **Facebook Messenger**, **WeChat** and **WhatsApp**. **WhatsApp** is the most popular chat app.



**Facebook** has the highest user penetration, with **50%** of Hong Kong's citizens logging on.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.