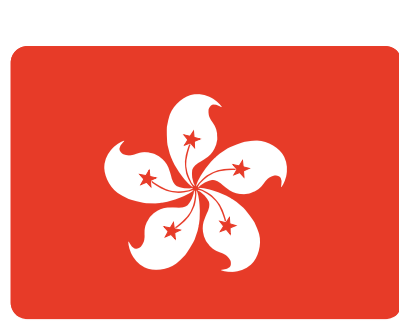


Insights into the growth of Hong Kong eCommerce

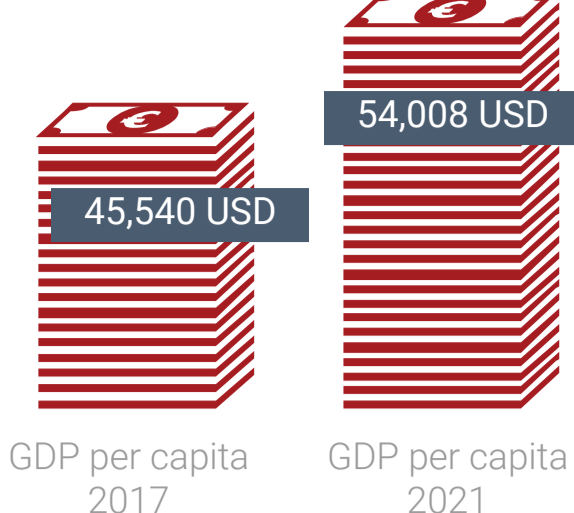
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 7.35 million people with a total GDP of 320.91 billion USD.

GDP per capita is currently 45,540 USD and expected to reach 54,008 by 2021.

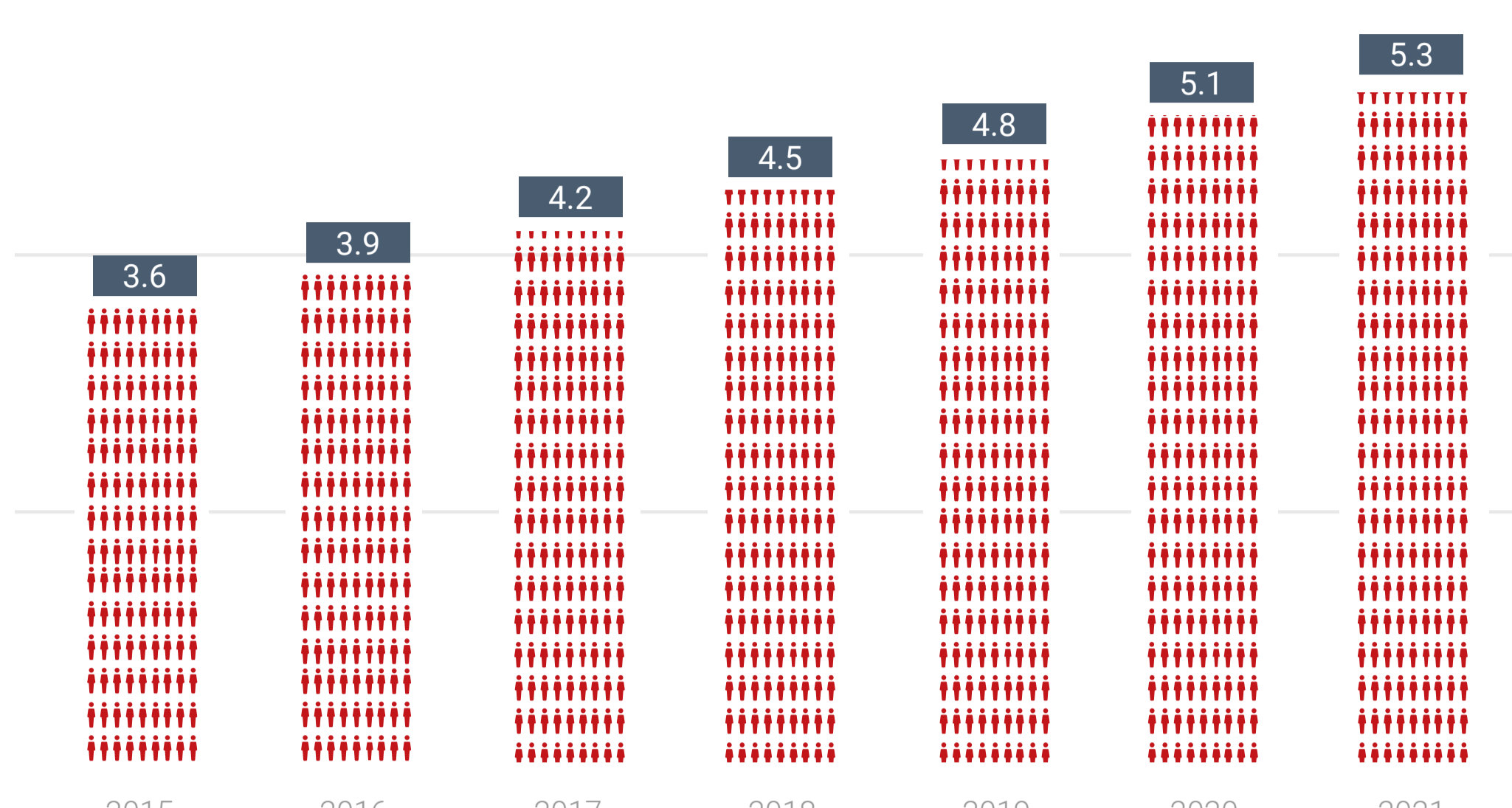


HONG KONG IS RANKED AS THE 44TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

There are currently 4.15 million eCommerce users in Hong Kong, with an additional 1.2 million users to be shopping online by 2021.

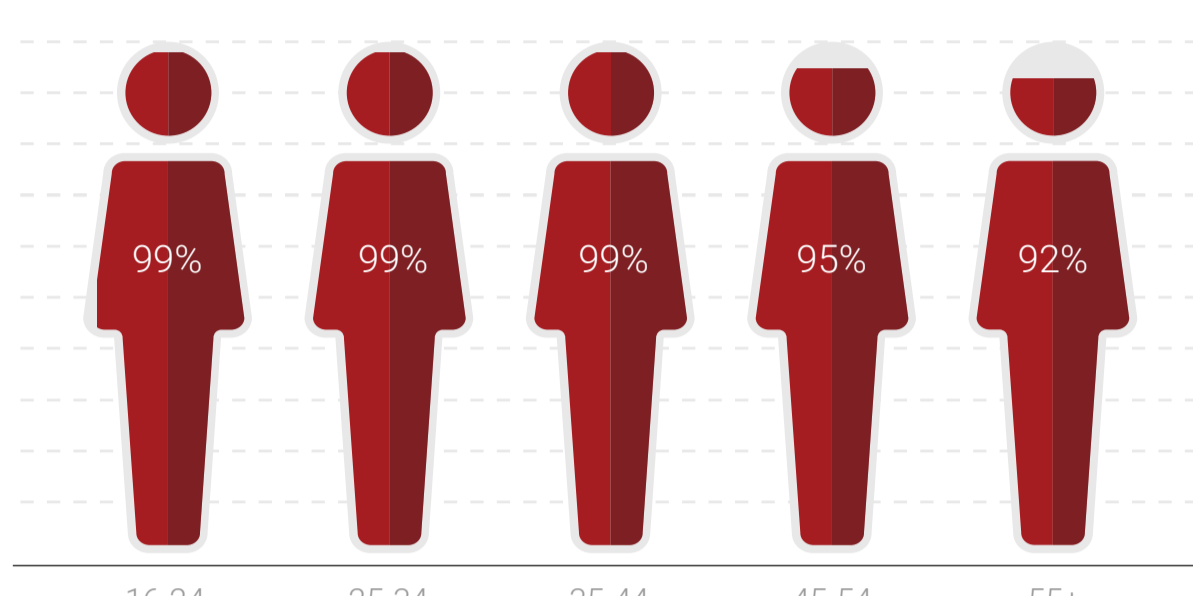
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 3.71 billion USD, expected to reach 5.47 billion USD by 2021.

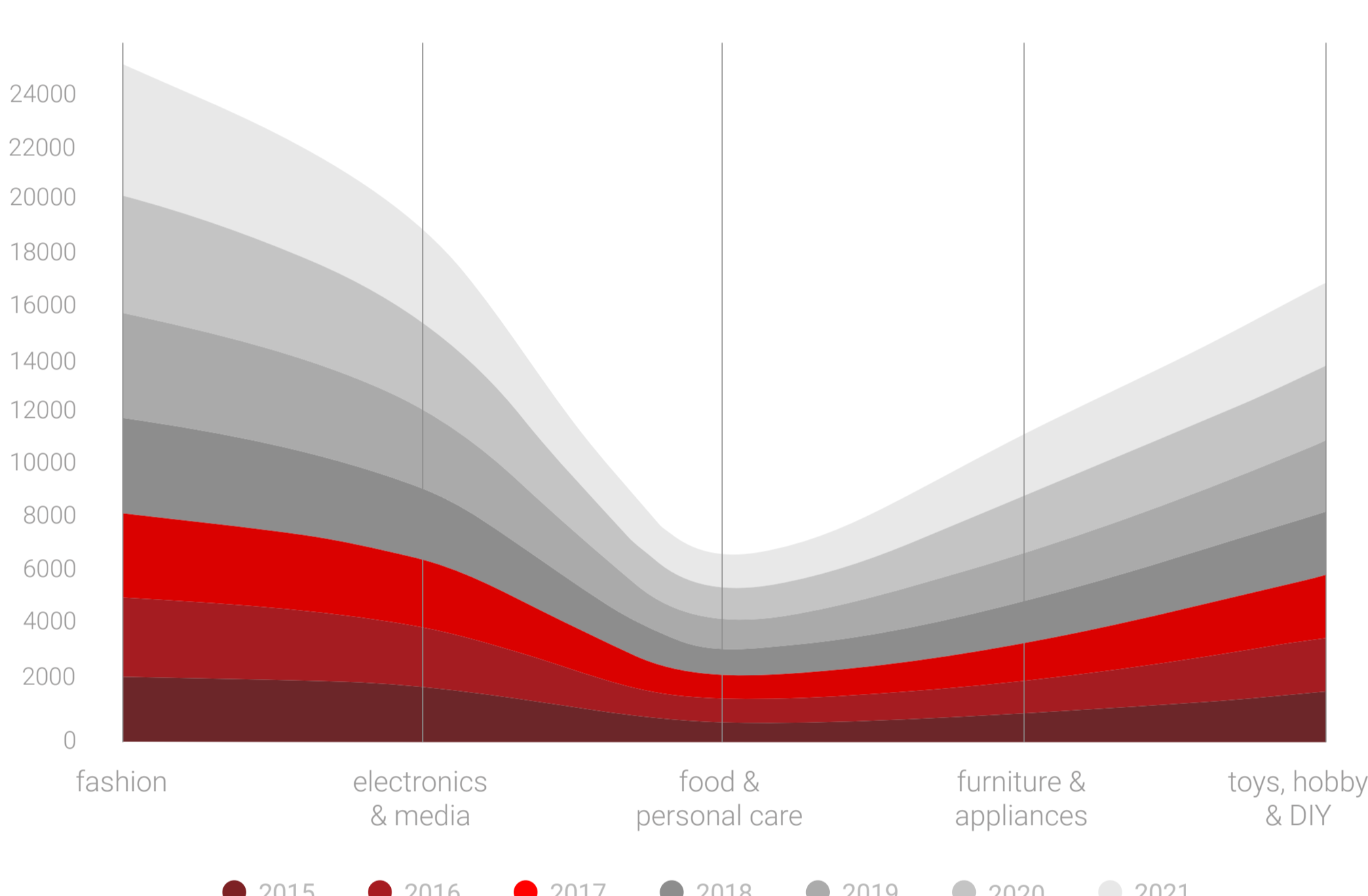


Electronics & Media is currently the leading product category, accounting for 1.07 billion USD market share.



Fashion is second, accounting for 990.5 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, Hong Kong was ranked 9th in the World Bank Logistics ranking.

Preferred Online Payment Methods

Hong Kong shoppers prefer to use bank cards, PayPal or China UnionPay when shopping online.

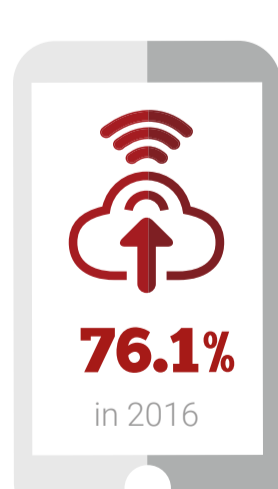


Where does Hong Kong buy from?

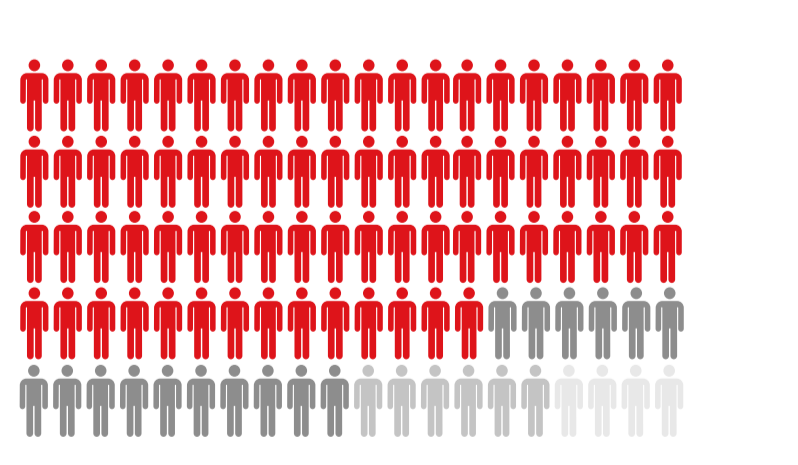
China supplies Hong Kong with 273 billion USD in imports. Other key import partners are various Asian countries (36.9 billion USD), Singapore (34.7 billion USD), Japan (33.9 billion USD) and the US (31.2 billion USD).



Device Usage

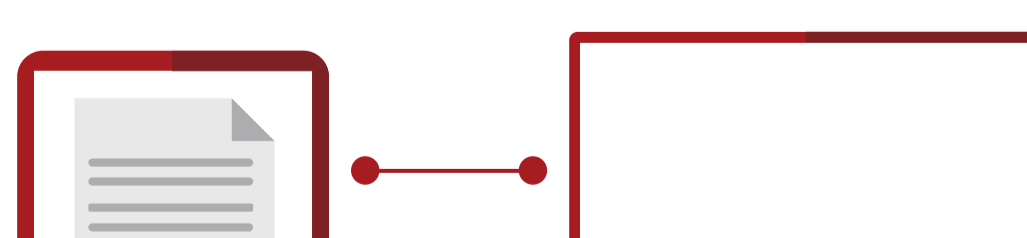


DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Marketing spend in Hong Kong has risen in recent years, however advertisers have been slow to invest more in digital advertising. In 2016, 31% of ad spend in Hong Kong were TV advertisements.



Hong Kong currently has 5.5 million monthly active social network users, thanks to YouTube, Facebook, WhatsApp and Messenger, which are the leading social networks.

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.