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- Expand International Marketing Opportunities

Prepared By: FAS Hong Kong Staff

Approved By: Garrett McDonald

Report Highlights:

This report provides an overview of Hong Kong's business-to-consumer (B2C) e-commerce market, including details on major e-commerce marketplaces, emerging trends, and market opportunities for U.S. food and beverage products. Hong Kong's e-commerce retail sales reached \$4 billion in 2024 and increasingly serve as a valuable tool for direct-to-consumer food and beverage sales.

Background

Hong Kong's e-commerce markets grew significantly during the government's pandemic-related restrictions between 2020 - 2022. During this period, busy consumers gained an appreciation for the convenience of having goods, including food and beverages, delivered directly to their homes. Total online sales increased 39.1 percent and 20.7 year-on-year in 2021 and 2022, respectively, before declining 5.9 percent in 2023 as restrictions were lifted and shoppers returned to in-person shopping at [retail](#) stores.¹ Driven by changing consumer patterns, the value of online retail sales in Hong Kong rose from \$2.63 billion in 2020 to \$4.06 billion in 2024.² The modest overall decline in all online retail sales in 2024 reflects general headwinds facing retailers in Hong Kong, though the decline was more pronounced among outlets operating physical stores.

Table 1. Hong Kong: Value of Online Retail Sales by Type of Retail Outlet

Type of Retail Outlet	Value of Online Retail Sales (US\$ billion)		Percentage Change (%)
	2023	2024	2023 vs. 2024
Online Sales of all Retail Outlets	4.17	4.06	-2.6
Online Sales of Non-store Retailing	1.73	1.92	+10.9
Online Sales of Other Retail Outlets	2.43	2.13	-12.3

Data Source: [The Census and Statistics Department](#)³

E-commerce in Hong Kong is less developed than many other markets. In 2024, e-commerce accounted only for 8.4 percent of total retail sales, compared to [47 percent](#) in mainland China. Despite the relatively low penetration of e-commerce, Hong Kong's market offers several characteristics that support e-commerce development, including highly urbanized and affluent consumers, high smartphone usage and internet access rates, and well-established local delivery and self-pick-up networks.

However, the e-commerce market in Hong Kong also faces challenges, such as higher customer acquisition, land, labor, and other operational costs. Additionally, despite zero duties on nearly all imported products, goods from mainland China have an advantage in terms of transit time and costs, while Hong Kong's currency peg to the U.S. dollar can disadvantage U.S.-origin goods when the value of the dollar is strong. E-commerce also faces challenges from Hong Kong's myriad physical retail stores with are typically situated in close proximity to most residential developments.

Despite these obstacles, notable opportunities remain. Hong Kong's fast-paced culture aligns well with e-commerce's ability to offer convenience to consumers pressed for time. Hong Kong consumers are open to new, innovative, and healthy products, and the region's status as a major trading hub for Asia with world-class air

¹ [USDA FAS Retail Foods Annual](#)

² [The Census and Statistics Department](#)

³ [The Census and Statistics Department](#)

logistics suggest room for growth. In perhaps the clearest sign of future e-commerce potential, Hong Kong has recently emerged as a new battleground for Chinese e-commerce giants such as Alibaba Group Holding, JD.com and PDD Holdings.

Major Food and Beverage E-Commerce Marketplaces



HKTVmall

[HKTVmall](https://www.hktvmall.com) has is the leading e-commerce platform for food and beverages in Hong Kong. It holds the top position among online retailers with a [9.1 percent](#) market share. Since its launch in 2014, the platform has expanded to offer a comprehensive range of products, including groceries, healthcare items, beauty products, household goods, fashion, and electronics. According to the company, HKTVmall has approximately 1.64 million monthly active app users and a monthly Gross Merchandise Value (GMV) of \$87.3 million (HKD 681.0 million).⁴ The company's 2023 annual report indicates that the two fastest-growing categories on the platform are personal care products and pet care.⁵

As a multi-vendor marketplace, HKTVmall allows merchants to control their storefronts and manage daily operations independently. Merchants are required to manage the packing of orders and dispatch them to HKTVmall's warehouse. HKTVmall's fleet then delivers the goods directly to customers. Additionally, HKTVmall has established over 100 physical outlets and pickup points where customers can receive and return products and purchase perishable products such as produce and frozen foods. Foreign companies can establish their own store directly on HKTVmall or have their products listed through a local importer's store on the platform.

⁴ https://www.hktv.com.hk/uploads/1728310481350-e_1137_BusinessUpdate_202409.pdf

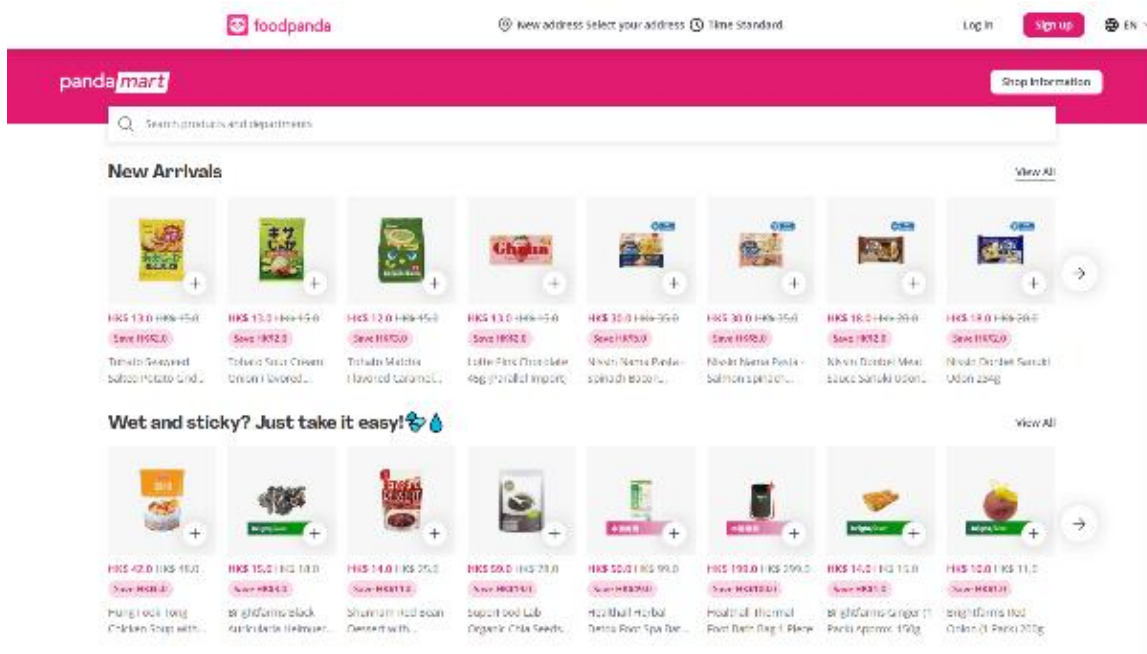
⁵ <https://www.trade.gov/country-commercial-guides/ecommerce-hong-kong-macau>

E-Commerce Sites of Major Retailers

Most supermarkets, department stores, and other retailers in Hong Kong have established their own websites to facilitate the sale of food and beverages online. Top food retailer DFI Retail Group has developed several online platforms, including the [Wellcome Online Shop](#), [Market Place by Jasons online shop](#), [Mannings online shop](#), and the [7-Eleven online shop](#). The company has also introduced the [YUU](#) customer rewards platform, which enables customers to redeem points and purchase groceries within a smartphone application. Similarly, another major retailer, A.S. Watsons Group, has launched the [PNS eShop](#) and [Watsons online shop](#). These initiatives reflect a broader trend towards e-commerce in the region. Other major retailers in Hong Kong such as [CitySuper](#) and [Aeon](#), have also established their own e-commerce websites.

Quick-Commerce

[Food Panda](#) and [Deliveroo](#), two dominant market players in the online food delivery segment, have expanded their services to include grocery deliveries. These quick-commerce services offer express delivery of daily essential goods from within minutes to hours of order, increasing competition and providing consumers with greater convenience and accessibility to a larger variety of essential items.



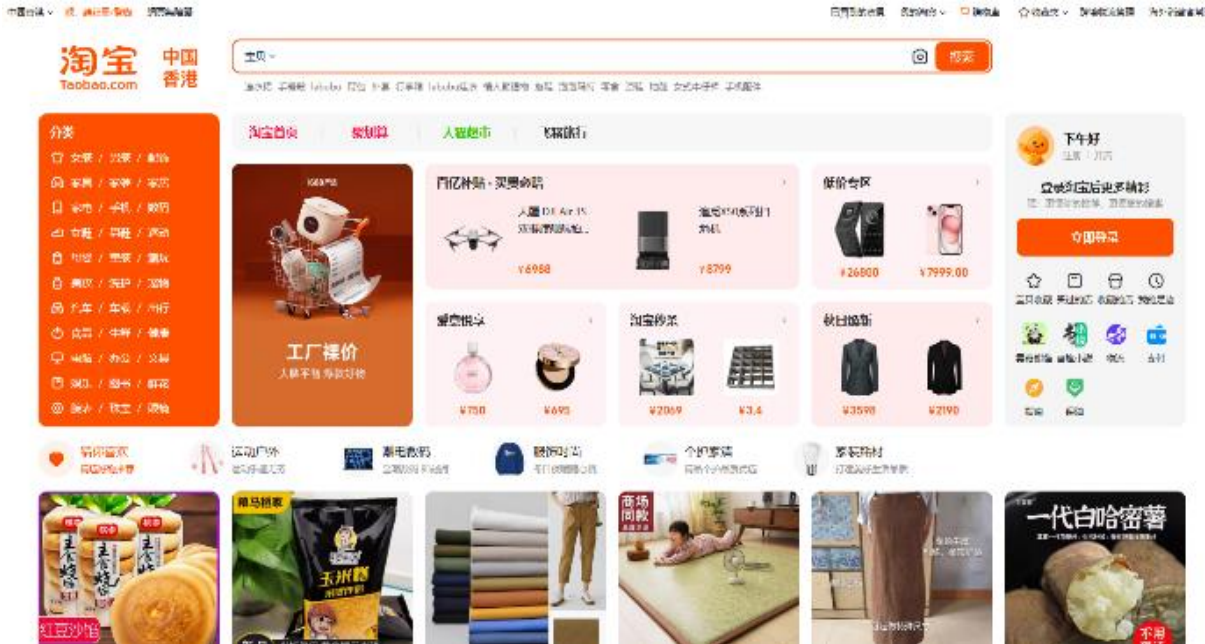
FoodPanda

Cross-border e-commerce

Benefiting from Hong Kong's free trade policies, along with good air connectivity and cost-effective cross-border logistics, Hong Kong consumers can access deals and a wide range of products through international e-commerce platforms. This environment facilitates the common practice of purchasing items directly from mainland Chinese platforms such as Taobao, Tmall, JD.com, and overseas sites including Amazon, Sam's Club, and iHerb.

Hong Kong has emerged as the new competitive arena for Chinese e-commerce giants Alibaba Group Holding and JD.com, as they seek new growth opportunities amidst intense mainland China competition. These giants have launched aggressive promotions in Hong Kong. For example, to promote the Double 11 shopping festival, Taobao collaborated with MTR Advertising to implement a massive 360° tailor-made advertising campaign, covering 59 MTR stations across Hong Kong. Additionally, Taobao allocated \$142 million (1 billion yuan) to

waive delivery charges for Hong Kong users on specific orders over 99 yuan during the fourth quarter of 2024. To further enhance the sale of furniture and lifestyle products, Taobao opened its first physical furniture store in Hong Kong in February 2025, marking a significant advancement in integrating online and offline retail experiences. This Online-Merge-Offline (OMO) model enables consumers to view various furniture and lifestyle items in person before deciding whether to purchase them online.



Taobao.com

E-Commerce Trends

Partnership Between Retailers and E-commerce Companies

Some major retailers are partnering with e-commerce companies to strategically leverage each other's expertise. For instance, [YATA](#), a Japanese department store, has opted to collaborate with FoodPanda rather than establishing its own online shop. This partnership allows YATA to reduce delivery costs while benefiting from FoodPanda's expertise in e-commerce and logistics.

Fresh Food Procurement Services

HKTVMall's "Wet Market Express" fresh food procurement and delivery service offers a viable alternative for Hong Kong consumers who either dislike the conditions of traditional wet markets or lack the time to visit them. This service enhances consumer convenience by providing access to fresh food without the need to physically visit wet markets.

Social Media Promotion

Promoting online business via social media is a common practice in Hong Kong. The city is highly digitally connected, with approximately 90 percent of its residents, or 6.5 million unique users, spending nearly two hours daily on social platforms. Social media has emerged as the second most influential medium for news, following television. While Facebook maintains the largest market share, its dominance has declined in recent years. YouTube and Instagram have gained popularity, with YouTube achieving the highest advertising reach and Instagram being particularly favored by younger users. Many Gen Z and millennial users consider YouTube and

Instagram irreplaceable. Additionally, Xiaohongshu, Threads, and Douyin are becoming [significant players](#) in Hong Kong's digital landscape.

TikTok is not available in Hong Kong, and residents can only access the mainland Chinese version of the app, Douyin. Additionally, Douyin and Xiaohongshu's shopping features are not yet available in Hong Kong.

Market Opportunities

U.S. food products are highly regarded in Hong Kong and retain a reputation for high-quality. In HKTVmall's supermarket categories, the top five countries of origin are China, Japan, Hong Kong, Taiwan, and Korea, with the United States ranking [sixth](#). U.S. products with higher sales volumes in HKTVmall include beef, poultry, pork, tree nuts, seafood, frozen food, juice, condiments, and processed meats.

For more information about opportunities for U.S. agricultural products in Hong Kong, including trade shows and events, marketing promotions, and market entry and distribution inquiries, please contact the USDA Agricultural Trade Office (ATO) at the U.S. Consulate General Hong Kong and Macau:

18th Floor, St. John's Building
33 Garden Road, Central, Hong Kong
Tel: (852)-2841-2350
Fax: (852)-2845-0943
Email: Atohongkong@usda.gov
Websites: <http://www.atohongkong.com.hk>
<http://www.usconsulate.org.hk>

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Attachments:

No Attachments.