

Supermarkets in Hong Kong, China

March 2024

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Supermarkets in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oligopoly in supermarkets, and rises in prices

Thai supermarket chain Big C enters Hong Kong

ParknShop expands its online shopping capability threefold

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Sustainability matters

Higher number of extreme weather events likely to drive sales in supermarkets

Rising costs and grocery shopping in China will challenge supermarkets

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Revival of outbound travel prevents full recovery

What next for retail?

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Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

China National Day (also known as Golden Week)

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