

# Small Local Grocers in Hong Kong, China

March 2024

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## Small Local Grocers in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return to mobility impacts sales of small local grocers  
Increase in new speciality grocers with large retail space  
Small local grocers remain popular, with stronger growth than supermarkets

#### PROSPECTS AND OPPORTUNITIES

Increased challenges in terms of resources and channel competition  
Changing consumer habits and preferences  
Blurring lines between variety stores/convenience stores/local small grocers

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