



General Merchandise Stores in Hong Kong, China

March 2024

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General Merchandise Stores in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

MUJI opens an outlet in the new shopping centre The Wai

Developments from leading department stores

Changing consumer shopping patterns

PROSPECTS AND OPPORTUNITIES

Kai Tak will be the new retail destination, and includes a new Sogo department store

More Japanese food expected to be available in general merchandise stores

Yata set to open and revamp stores, while AEON is shifting its retail strategy

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