



Euromonitor
International

Small Local Grocers in Hong Kong, China

June 2026

Table of Contents

Small Local Grocers in Hong Kong, China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Small Local Grocers Lose Ground to Supermarkets and E-Commerce

Chart 1 - Value Sales 2020-2030

WHAT'S NEXT?

Digitalisation Accelerates Outlet Consolidation as Small Grocers Pivot to Niches

Wet Market Stalls Embrace Delivery Apps to Retain Digital-First Shoppers

Chart 2 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Best Mart 360 Consolidates Lead as Smaller Rivals Decline

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 5 - Economic Context for Small Local Grocers

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Small Local Grocers

Chart 9 - Population 2020-2030

Chart 10 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 11 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Notable Recovery in Retail Market but Structural Challenges Persist

Hktvmall Captures Demand as Grocery and Household Shopping Moves Online

Retailers Leverage Technology to Embrace Omnichannel Strategies

Chart 12 - Value Sales 2020-2030

Chart 13 - Value Sales by Category 2025

WHAT'S NEXT?

Omnichannel Strategies Drive E-Commerce as Retailers Adapt to Changing Shopper Behaviour

Retailers Invest in Digital Capabilities and Experiential Formats to Combat Margin Pressures

Chart 14 - Forecast Value Sales 2020-2030

Chart 15 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 16 - Analyst Insight for Retail

Dfi Retail Group and as Watson Group Retain Leadership Position

Bape Unveils an "All-White" Concept Store and Coffee Shop with 1881 Heritage

Starbucks Opens Chinese-Inspired Store at the Hong Kong Palace Museum

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 19 - Standard Opening Hours by Channel Type 2025

Seasonality

China National Day (also known as Golden Week)

Chinese New Year (Spring Festival)

Christmas and New Year

ECONOMIC CONTEXT

Chart 20 - Economic Context for Retail

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Retail

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-local-grocers-in-hong-kong-china/report.