

Consumer Values and Behaviour in Hong Kong, China

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Hong Kong

PERSONAL TRAITS AND VALUES

Hong Kong consumers more likely to take health and safety precautions when leaving home

Gen X more likely to feel under pressure to get things done than Gen Z

Consumers in Hong Kong like to try new products and services

Gen X like to try new products and services

Hong Kong consumers expect to be happier than they are now, in five years

Gen X have the most optimistic outlook for the next five years

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location remains the most desired home feature in Hong Kong

COOKING AND EATING HABITS

Hong Kong consumers prefer to dine out at food establishments

Hong Kong consumers claim to be too busy to prepare meals

Millennials distrust their own cooking skills much more than baby boomers

Millennials in Hong Kong more likely to look for healthy ingredients in food and beverages

WORKING LIFE

Younger generations expect to establish their own schedule

High salaries and job security top the list of work priorities in Hong Kong

Most Hongkongers say they have a strict boundary between work and personal life

LEISURE

Consumers more likely to regularly engage in social activities online

Gen X prefers interacting with companions face-to-face

Hong Kong consumers rank relaxation as their top travel consideration

Gen X seek immersion in local culture when on vacation

HEALTH AND WELLNESS

Hong Kong consumers more likely to participate in running

Gen X more likely to engage in athletic activities at least once a week

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Hong Kong consumers are worried about climate change

Consumers are actively pursuing environmentally-conscious lifestyles, particularly millennials

Gen Z most likely to repair broken items over buying a replacement

Gen Z Hong Kongers most likely to donate to non-profits and causes aligned with their values

SHOPPING

Consumers in Hong Kong enjoy discovering good deals

Millennial Hong Kongers enjoy finding deals and more likely to browse without a need to buy

Consumers in Hong Kong look for items that have simple to comprehend labels

Younger generations more likely to regularly seek private label and low-cost products

Most Hong Kong consumers use online streaming services

SPENDING

Experiences ranked least likely to see increased spending by Hong Kong consumers

Millennials more likely to anticipate increased spending on education than any other group
Hong Kong consumers less concerned about their financial situation than the global average
Gen X are most comfortable with their current financial situation
Gen X expect to increase overall spending the most

TECHNOLOGY

Consumers in Hong Kong actively manage data sharing and privacy settings
Younger generations much less concerned with cultivating an online brand
Consumers in Hong Kong regularly utilise platforms for communicating digitally
Older generations more likely to use a fitness or health tracking app
Older generations more likely to use dating apps in Hong Kong
Hong Kongese consumers unlikely to share or retweet products
Older generations more likely to use social media to provide feedback on products

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