



## Trends That Are Shaping the Retail Space in Hong Kong 重塑香港零售業：最新趨勢與洞察

Like any other industry, technological disruption is revolutionising the retail sector. Tech innovators are constantly creating new services and avenues for consumers to spend their dollars. Retailers are facing the juggernaut of e-commerce and the simplicity of obtaining their needs and wants. This poses a crucial dilemma to retailers of increasing footfall into their physical stores and ultimately increasing sales.

Financial experts say the retail sector in Hong Kong would have to realign their focus especially in the luxury arena and [operating in smaller spaces to be cost-effective](#). Cynthia Ng, Director of Retail Services at Colliers International Hong Kong said “Shops that come with great street-front exposure are the most sought after, while retailers can compromise on shop size as smaller shops (sizes below 3,000 sqf) are the most popular and efficient to operate nowadays amid the growing influence of online shopping.”

### Being Cashless

A boon for retailers would then be to adopt new methods to entice and attract consumers to spend with them. The wave of cashless payment services has made a massive impact on the retail industry as more and more people do away with physical currencies. Traditional financial credit institutions such as Visa and MasterCard are jostling one another in a small space with giant communication tech companies such as WeChat, Alibaba and Apple which have been incorporating their own payment services into their ecosystems.

From a sample of 20,000 social mentions gathered from the 4th quarter of 2018, Meltwater discovered that social forums were the main platform where conversations on cashless payments were held. The dominant brand that was being discussed between consumers was WeChat Pay. It constituted for more than half of the conversation (54%) while AliPay was next at 31 per cent. A point to note about WeChat Pay, the conversations were mostly positive (44%) whereas AliPay only registered 17 per cent. Both brands had relatively low percentages of negative comments at 5 and 8 per cent respectively. This gives retailers a glimpse of what procuring services with a platform that consumers have an affinity to can do for their business and act to maximise that opportunity.

Platform	Share (%)
Alipay	31%
ApplePay	9%
GooglePay	1%
PAYWAVE	5%
Wechatpay	54%

與其它行業一樣，技術革新正在給零售業帶來革命性的改變。科技創新者不斷地為消費者創造新的服務體驗和消費渠道。零售商們正面臨著來自電子商務的巨大壓力，以及滿足他們需求的簡單性。這給零售商帶來了一個重要的難題，即如何增加實體店的客流量，最終提高銷售額。

金融專家表示，香港零售業必須重新調整銷售重點，尤其是在奢侈品領域，[並在較小的空間開展業務](#)，以提高成本效益。高力國際香港零售服務總監 Cynthia Ng 表示：“在網上購物影響日益擴大的今天，規模較小的商店(面積低於 3000 平方英尺)是更受歡迎、運營效率更高的，因此零售商可以在店鋪規模上做出讓步。”

### 無現金支付

零售商將採取新的方法來吸引顧客消費。隨著越來越多的人不再使用實體貨幣支付，無現金支付服務的浪潮對零售業產生了巨大的影響。Visa 和萬事達卡等傳統金融信貸機構正與微信、阿里巴巴和蘋果等通訊科技巨頭在一個狹小的空間內展開競爭。後者一直在試圖將自己的支付服務融入其生態系統中。

Meltwater 融文公司從 2018 年第四季度收集的 2 萬個社交話題中發現，社交論壇是人們談論無現金支付的主要平台。消費者討論的主流支付平台是微信支付。超過一半的討論(54%)是關於微信支付，支付寶緊隨其後，佔 31%。關於微信支付，討論大多是正面的(44%)，而支付寶的正面談論只佔 17%。兩個品牌的負面評論比例都相對較低，分別為 5%和 8%。這讓零售商得以一窺，利用消費者喜愛的平台採購服務，可以為他們的業務提供些什麼，並採取行動將機會最大化。

支付平台	佔比 (%)
支付寶	31%
蘋果支付	9%
谷歌支付	1%
PAYWAVE	5%
微信支付	54%

Platform	Positive	Neutral	Negative
Alipay	17%	75%	8%
ApplePay	26%	51%	23%
GooglePay	33%	34%	33%
PAYWAVE	18%	50%	32%
Wechatpay	44%	51%	5%

支付平台	正面	中性	負面
支付寶	17%	75%	8%
蘋果支付	26%	51%	23%
谷歌支付	33%	34%	33%
PAYWAVE	18%	50%	32%
微信支付	44%	51%	5%



## Truly understanding the top e-commerce players

## 深入了解電子商務公司

What happens to those small and medium retailers and the brick-and-mortar shops selling their handmade wares in Hong Kong? This is where e-commerce giants such as Amazon, eBay, Alibaba and HKTVmall provide a platform specially for these retailers. The vast environment of the e-commerce landscape opens up new opportunities for small retailers to sell their wares not only in Hong Kong but at a global scale. This liberalisation of any commodity online makes the bridge between customer and retailer into an automated traveller.

Unsurprisingly Taobao has a foothold in the Hong Kong e-commerce industry with healthy 68 per cent of social media mentioning the brand in their conversations. This is followed by Amazon taking 26 per cent of mentions while eBay and HKTVmall making up the remaining six per cent. Taobao has undoubtedly established an extensive bond with both consumers and retailers in Hong Kong. However, only 12 per cent of conversations mentioning Taobao were positive while negative ones stood at 27 per cent. This might reflect some unhappiness towards the services rendered during transactions made on the platform. On the other hand, Amazon had fewer mentions on social media but positive reactions account for 39 per cent of the conversations compared to 21 per cent of negative mentions. These sentiments reflect customer satisfaction and it would benefit any brand's service teams to reach out directly to the consumers and negate any more negativity towards the company.

香港的中小型手工製品零售商和實體店如何面對這種情況？在香港，亞馬遜、eBay、阿里巴巴和HKTVmall等電商巨頭為這些零售商提供了一個專門的網購平台。龐大的電子商務環境為小型零售商提供了新的機會，讓他們不僅可以在香港，而且可以在全球範圍內銷售商品。隨著在線商品交易的自由化，消費者和零售商之間通過電子商務建立了無距離限制的購買橋樑。

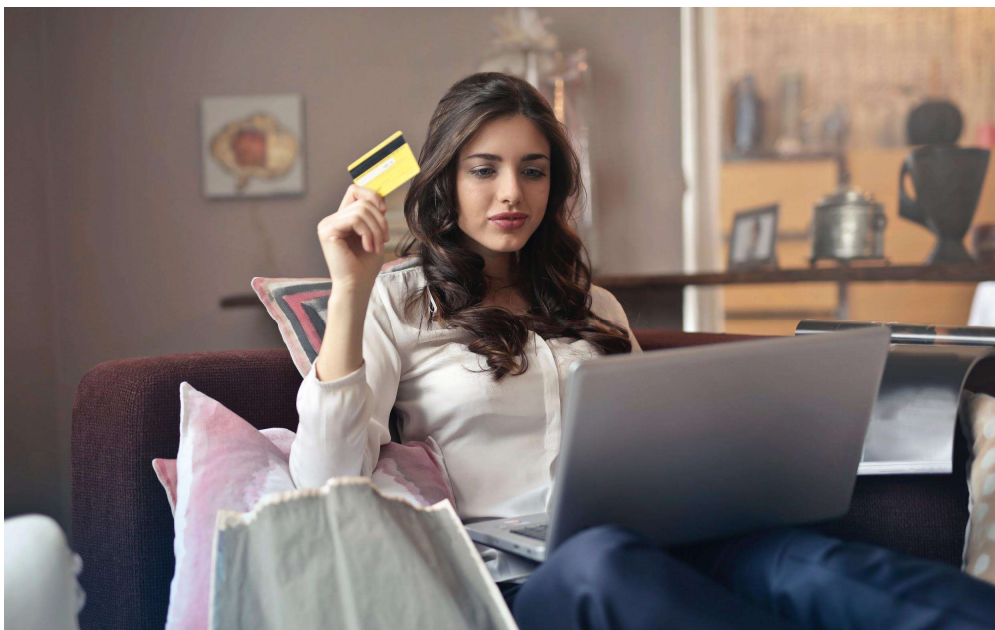
不出所料，淘寶在香港電子商務行業站穩了腳跟，68%的社交媒體在他們的談話中提到了該品牌。緊隨其後的是亞馬遜，獲得了26%的提及率，eBay和HKTVmall佔據了剩下的6%。毫無疑問，淘寶與香港消費者和零售商都建立了廣泛的聯繫。然而，在提到淘寶的談話中，只有12%是正面情緒，27%是負面情緒。這或許能反映出人們對該平台交易期間提供的服務有些不滿。另一方面，亞馬遜在社交媒體上被提及的次數較少，其中正面情緒佔談話的39%，負面佔21%。這些情緒反映了客戶對其平台的滿意度。每個品牌的服務團隊都可以直接接觸到消費者，從而消除其中對公司的負面影響。

Platform	Share (%)
Amazon	26
eBay	5
HKTVMall	1
Taobao	68

平台	佔比 (%)
亞馬遜	26
eBay	5
HKTVMall	1
淘寶	68

Platform	Positive	Neutral	Negative
Taobao	12	61	27
HKTVMall	33	67	0
Amazon	39	40	21
ebay	33	67	0

平台	正面	中性	負面
淘寶	12	61	27
HKTVMall	33	67	0
亞馬遜	39	40	21
eBay	33	67	0



## Leading Opinions on Brands

Key opinion leaders (or KOLs) have a big say in the retail industry. With affluence, influence and access to the internet being a big part of the retail industry these days, these KOLs play a role for brands to develop a familial bridge between them and their niche of consumers. Alibaba founder and tech visionary Jack Ma recently said [the customer-to-business will be the new trend](#) for the e-commerce industry. This highlights a view that consumers will have a bigger say in the direction of how businesses will formulate their strategies.

KOLs are important to the retail industry as they have an intrinsic bond between them and brands. They assist brands to propel their platforms higher as consumers continue to develop an affinity to the brand. Hong Kong lifestyle website Hypebeast built their brand over the years by involving KOLs such as actor/trendsetter Edison Chen, Japanese streetwear doyen Nigo and hip-hop producer Pharrell Williams to share their experiences in their various fields. Consumers recognised Hypebeast's influence and now the website has spawned to an e-commerce site, retail stores, television channel, its own

## 關於品牌的主要觀點

關鍵意見領袖(或 KOLs)在零售業有很大的發言權。如今，隨著財富、影響力和互聯網接入成為零售業的重要組成部分，這些 KOLs 為品牌和他們的小眾消費者之間架起了一座家庭式的橋樑。阿里巴巴創始人兼科技夢想家馬雲近日表示，[“從客戶到企業”將是電子商務行業的新趨勢](#)。這突顯出一種觀點，即消費者將在企業如何制定戰略方面佔有更大的比重。

KOLs 對零售業非常重要，因為他們與品牌之間有著內在的聯繫。隨著消費者對品牌的親和力不斷增強，KOLs 幫助品牌將平台推得更高。這些年，香港生活網站 Hypebeast 通過邀請演員兼潮流引領者陳冠希、日本街頭服飾元老 Nigo 和嘻哈製作人 Pharrell Williams 等 KOL 分享他們在各個領域的經驗，打造了自己的品牌。消費者認可了 Hypebeast 的影響力，現在該網站已經發展成為一個集電子商務網站、零售店、電視頻道、自己的街頭服飾品牌以及其他各種各樣的分支機構為一體的品牌公司。

streetwear label and other various arms. In its last fiscal report, [the company doubled its net profit](#) from HK\$23 million in 2017 to HK\$45 million.

在上一份財務報告中，[該公司的淨利潤從 2017 年的 2300 萬港元增加了一倍](#)，達到 4500 萬港元。



## Putting A Face to Retail

On the other end of the scale, there is a new and radical development in the retail sector where artificial intelligence, consumer data and enhanced customer service programmes converge. Facial recognition technology has entered the arena of the retail space and its evolution has begun to create bespoke service schemes.

The Chinese company SenseTime has made that leap for retail companies to delve into the field of biometrics and linking it to consumer habits. The [company raised investments of \\$1.2 billion](#) from organisations such as Alibaba Group, Qualcomm and Temasek Holdings last year and that reveals a telling insight of its future. With roots in surveillance and security, the company is diversifying its business model despite concerns of data privacy and profiling.

SenseTime vice president Jeff Shi says facial recognition allows retailers to store detailed information about each customer that comes into the physical store and it can be used to improve service performance such as designing stores to suit the customers' habits. Market research firm Business Insider Intelligence also predict that [AI integration will increase profitability in the industry by 60% by 2035](#). Despite criticism such as the invasion of privacy and data surveillance, the general consumer population has been receptive to facial recognition within the retail sector to boost their experience.

In the current economic climate, the Hong Kong retail industry remains vibrant and upbeat. With the increasing take-up rate of various technological developments by businesses such as artificial intelligence into their operations, Hong Kong's economic outlook for the industry will continue to be positive and open for more innovations.

## 面向零售業

在另一端，零售業出現了一種全新的、根本性的發展，人工智能、消費者數據和強化的客戶服務項目正在融合。面部識別技術已經進入零售領域，它的發展已經導致零售業開始創建定制服務方案。

對於零售企業來說，中國公司 SenseTime 已經邁出了這一步，進軍生物識別領域，並將其與消費者習慣聯繫起來。該公司去年從阿里巴巴集團、高通和淡馬錫控股等機構籌集了 [12 億美元的投資](#)，這揭示了該公司對未來的深刻洞察。該公司植根於監控和安全領域，儘管存在數據隱私和分析方面的隱憂，但該公司正在實現業務模式的多元化。

SenseTime 副總裁 Jeff Shi 表示，面部識別允許零售商存儲每個進入實體店的顧客的詳細信息，這些信息可以用來提升服務性能，比如設計更適合顧客習慣的商店。市場研究公司 Business Insider Intelligence 也預測，到 2035 年，[人工智能整合將使零售業的盈利能力提高 60%](#)。儘管存在侵犯隱私和數據監控等批評，但普通消費者群體還是願意接受零售行業的面部識別技術，以提升他們的消費體驗。

在當前經濟環境下，香港零售業仍然充滿活力。隨著企業對人工智能等各種科技發展的接受程度不斷提高，香港的經濟前景將繼續保持樂觀，並迎來更多創新。

**Meltwater**

Meltwater, a pioneer of media intelligence and now Outside Insight, gives businesses the information advantage they need to stay ahead. More than 30,000 companies have used Meltwater's media intelligence to stay on top of billions of online conversations and extract relevant insights to strategically manage their brands. With nearly 20 years of experience analyzing data, Meltwater is dedicated to personal, global service built on the local expertise of 60 offices across six continents. Meltwater is also committed to fostering the data science ecosystem through MEST, a pan-African entrepreneurial program and incubator, and Shack15, a global data science community. Learn more at [Meltwater.com](https://www.meltwater.com).

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