

How Hongkongers shop and travel after COVID

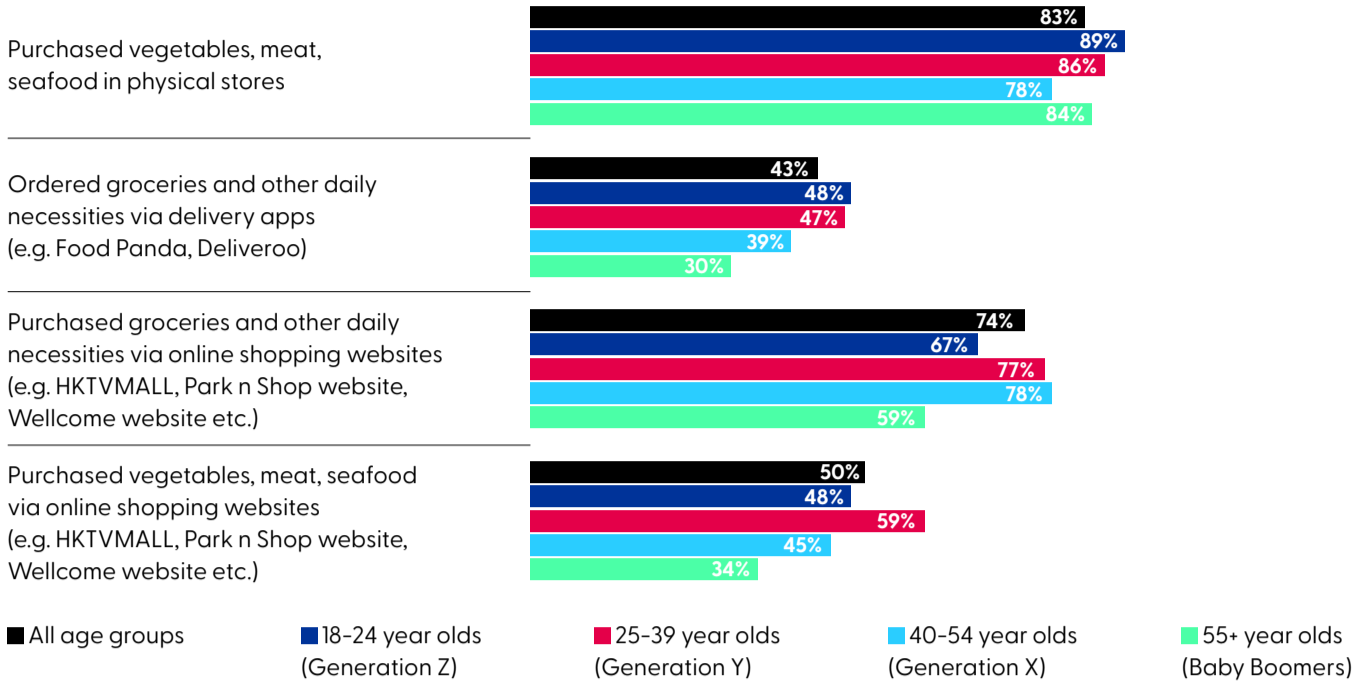
Toluna recently surveyed **308 Hongkongers** aged 18 and above to understand the impact of pandemic on how consumers shop for groceries and other daily necessities and travel.



Shopping behaviour post COVID

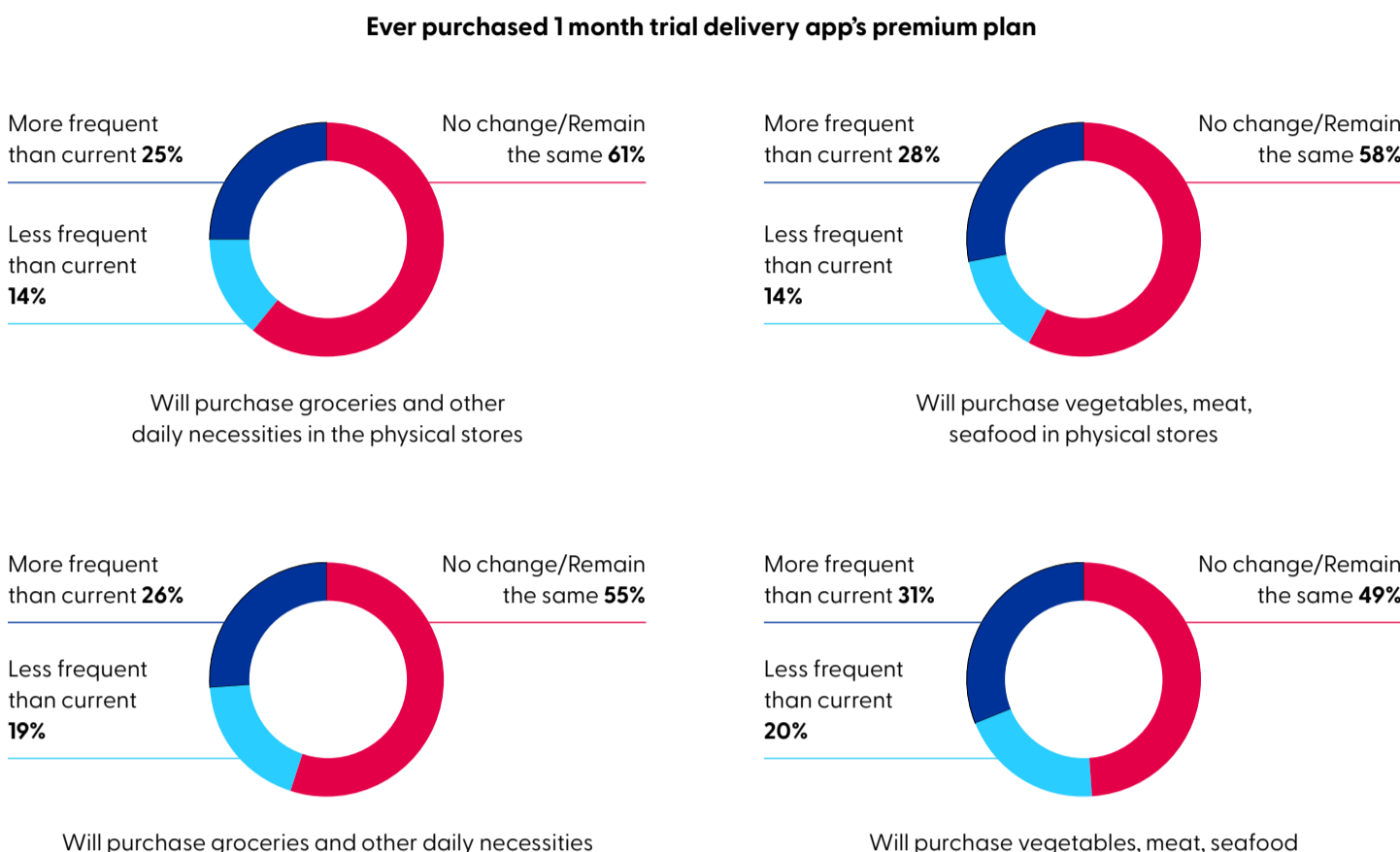
While physical stores are still the most common channel for Hong Kong consumers to buy vegetables, meat, groceries and other daily necessities, the habit of shopping online has also become ingrained, especially among Generation Y.

Channels used to purchase groceries and other daily necessities during the past 3 months



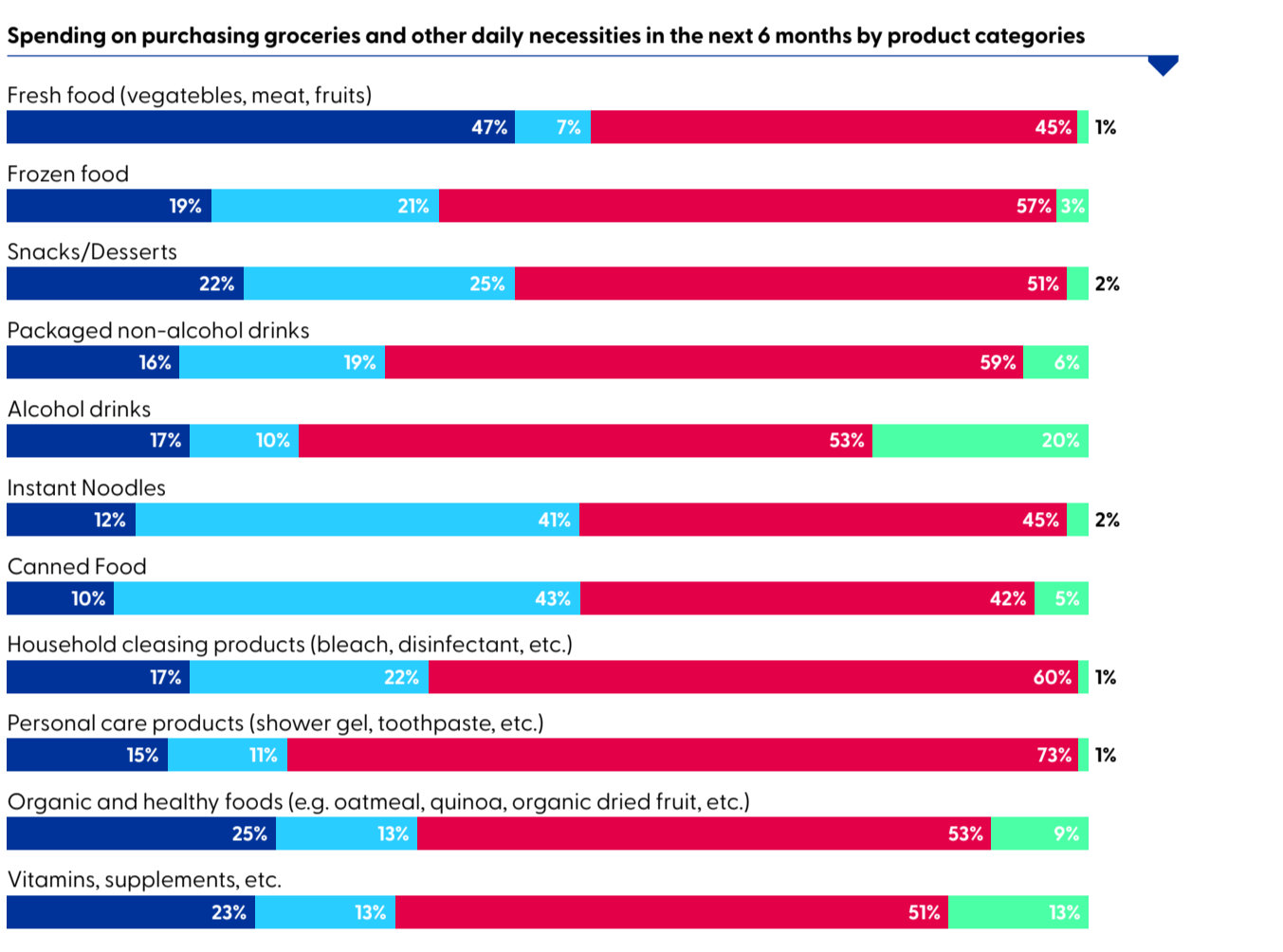
More than half of people said they intend to purchase groceries and other daily necessities via online shopping websites as frequently as they did before.

Ever purchased 1 month trial delivery app's premium plan



When we asked Hong Kong consumers about their future spending on a variety of groceries and daily necessities, people appeared to have become more health conscious, with 47% intending to spend more on fresh food, followed by organic and healthy food (25%), vitamins and supplements (23%). Meanwhile, more than 40% decided to cut back on instant noodles (41%) and canned foods (43%).

Spending on purchasing groceries and other daily necessities in the next 6 months by product categories



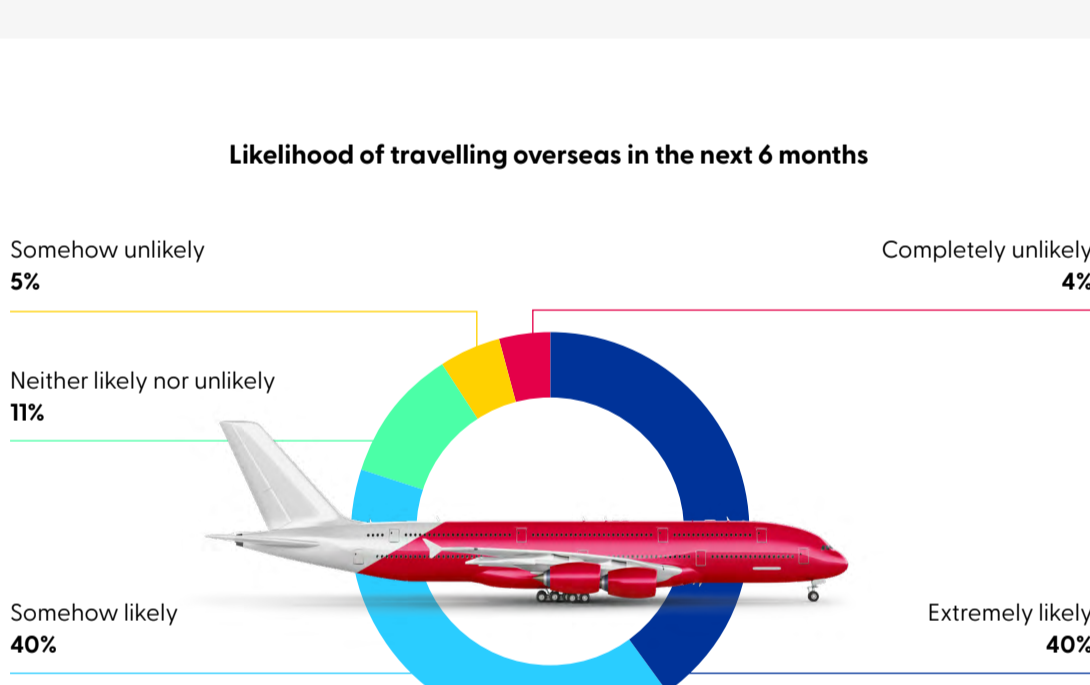
Travelling post COVID



Since the Hong Kong government announced the cancellation of hotel quarantine in mid-December last year, Hongkongers have been keen to travel abroad.

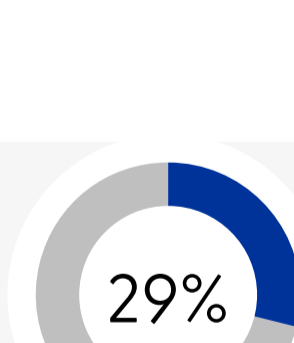
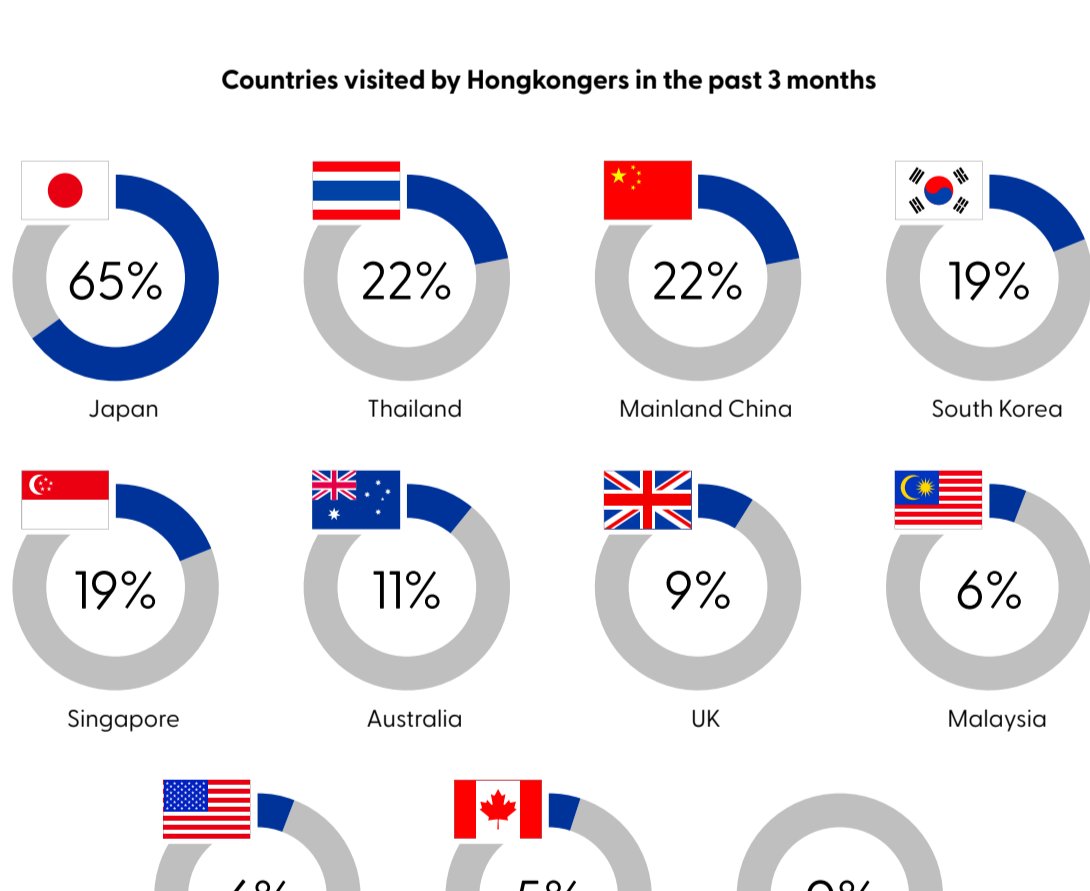


Likelihood of travelling overseas in the next 6 months



It turned out that Japan was the number one country visited by two-thirds of all outbound tourists.

Countries visited by Hongkongers in the past 3 months

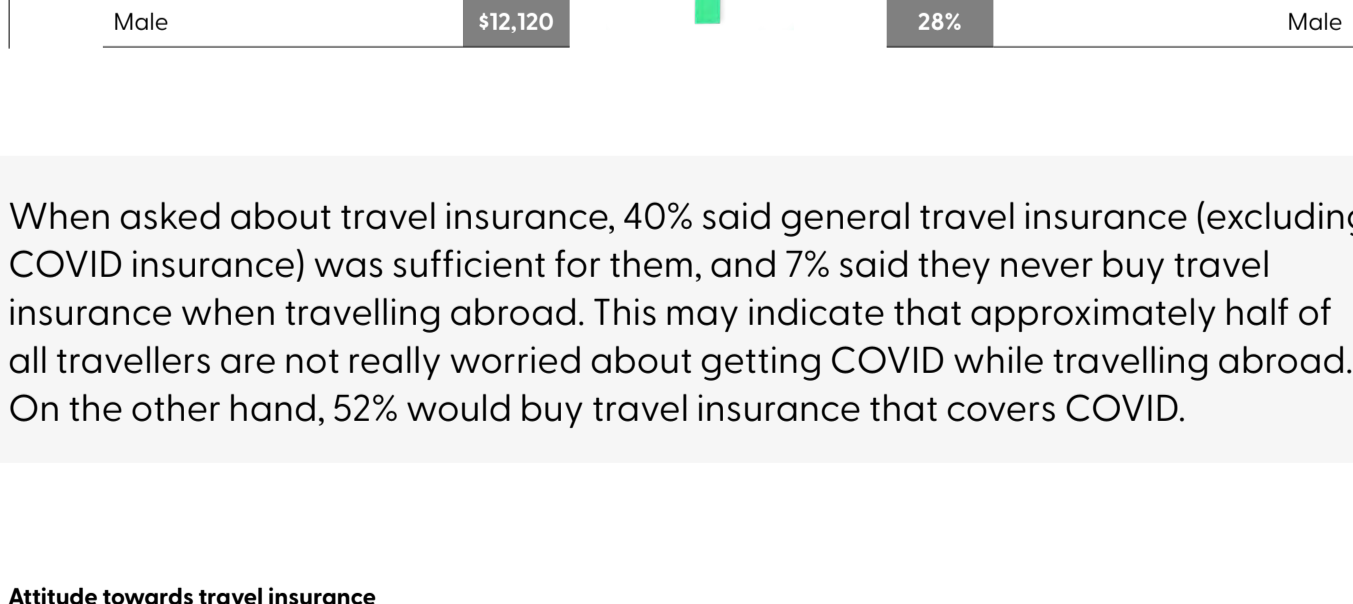


Before 2020, Hongkongers spent an average of HK\$12,667 per trip. The study revealed that after 3 years of not being able to travel, people are now willing to spend 29% more on travel than they did before COVID.

Average travel spending before COVID		Intend to spend on travel	
All age groups	\$12,667	29%	All age groups
18-24 year olds (Generation Z)	\$11,926	31%	18-24 year olds (Generation Z)
25-39 year olds (Generation Y)	\$11,919	29%	25-39 year olds (Generation Y)
40-54 year olds (Generation X)	\$13,427	25%	40-54 year olds (Generation X)
55+ year olds (Baby Boomers)	\$14,102	34%	55+ year olds (Baby Boomers)
Female	\$13,214	29%	Female
Male	\$12,120	28%	Male

When asked about travel insurance, 40% said general travel insurance (excluding COVID insurance) was sufficient for them, and 7% said they never buy travel insurance when travelling abroad. This may indicate that approximately half of all travellers are not really worried about getting COVID while travelling abroad. On the other hand, 52% would buy travel insurance that covers COVID.

Attitude towards travel insurance



Interested in these results?

Contact our Toluna Greater China team to learn more about the study.