

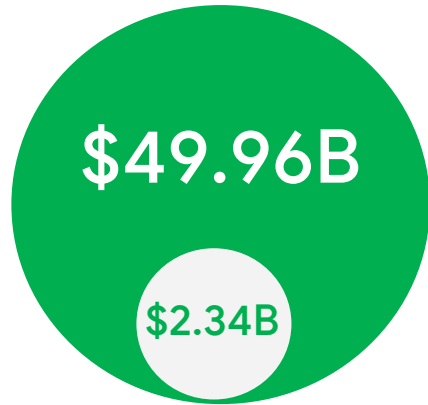
Google for _____
HONG KONG
_____ 2018

A woman with short dark hair, wearing a dark blazer, is shown in profile from the waist up, looking down at a tablet computer she is holding with both hands. The background is a blurred night view of a city skyline, likely Hong Kong, with various lights and structures. The overall color palette is dark with vibrant bokeh lights in shades of purple, blue, and orange. The text 'Hong Kong. Tomorrow.' is overlaid in a white, sans-serif font.

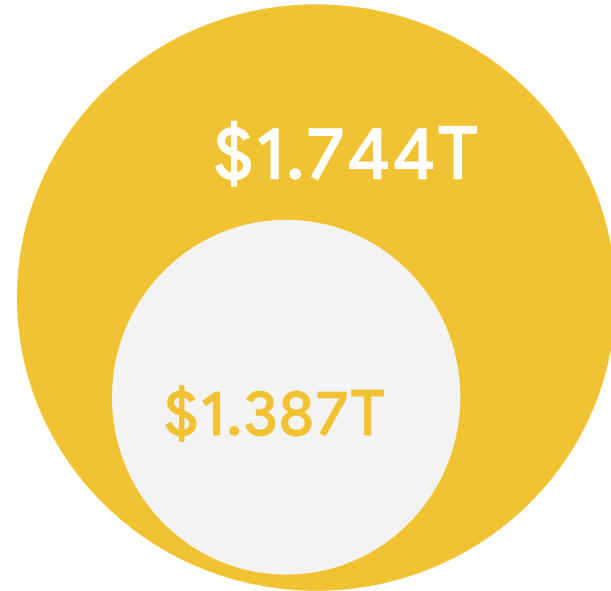
Hong Kong. Tomorrow.

Unlocking the potential for a smarter city with digital

2018 Forecast: Hong Kong Retail Sales vs. eCommerce

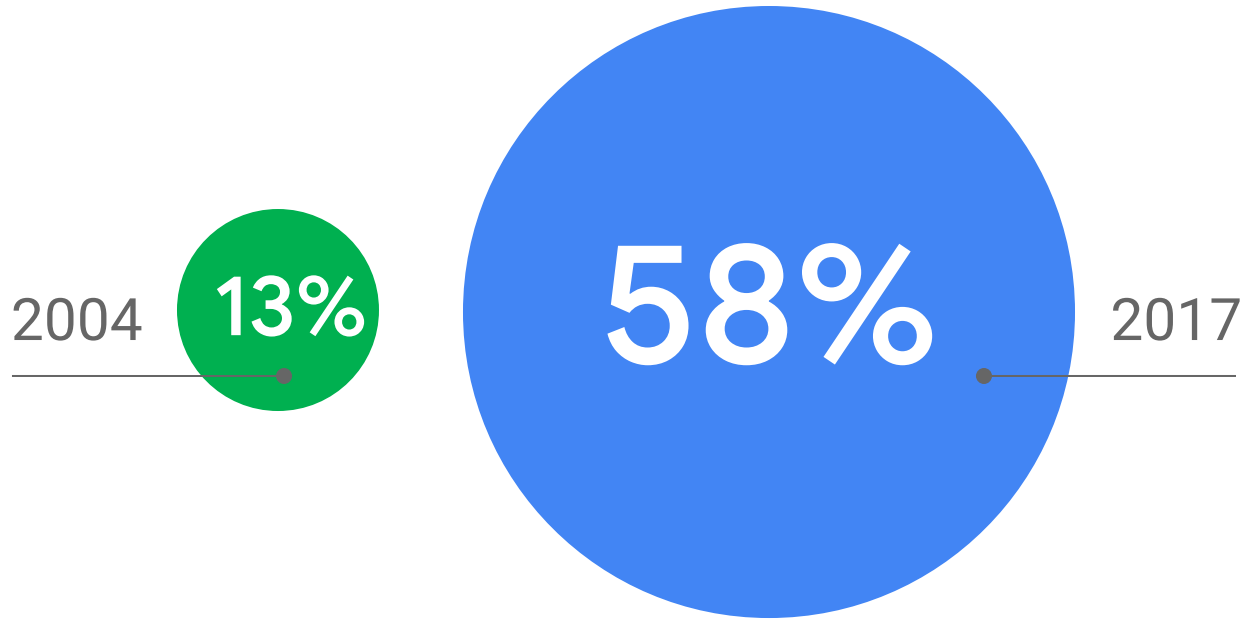


Retail is a key driver of the Hong Kong economy but eComm just 4.68% of total sales (compared to 14.6% in APAC)

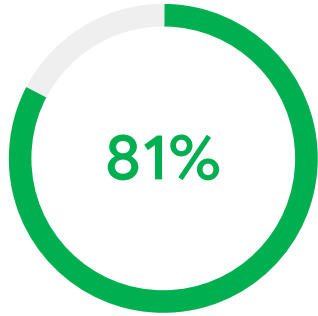


In APAC retail eComm and mComm growth will accelerate to 17.6% of total sales (29.3% and 30% respectively)

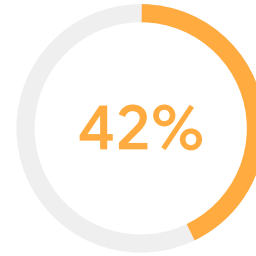
In-store non-grocery sales influenced by a digital touch point



A significant gap exists in Hong Kong between consumers' perceived and actual digital savviness



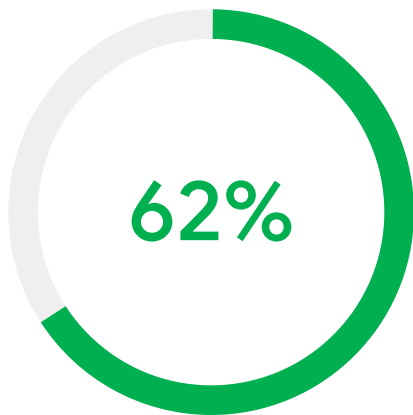
of Hong Kong
smartphone users
BELIEVE
they are digital savvy



of Hong Kong
smartphone users
ARE
digital savvy

HK consumers have high expectations for digital transformation

Consumer Expectation
towards the future



Consumers expect digital transformation to be

Very Fast / Fast

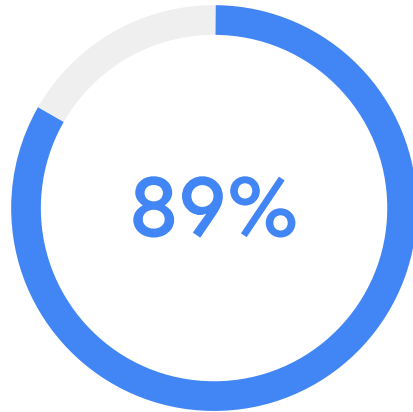
with breakthrough technologies changing the way they live, in the next 2 years

Digital is a fundamental component of how Hong Kong shops, but Hong Kong needs to be bolder

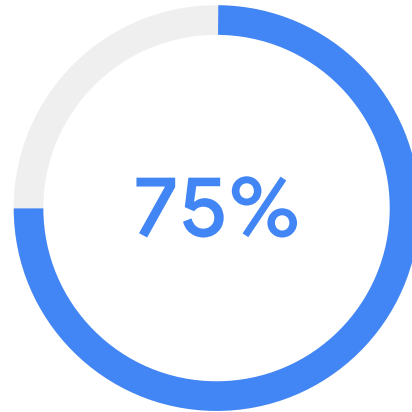


Smarter Retail

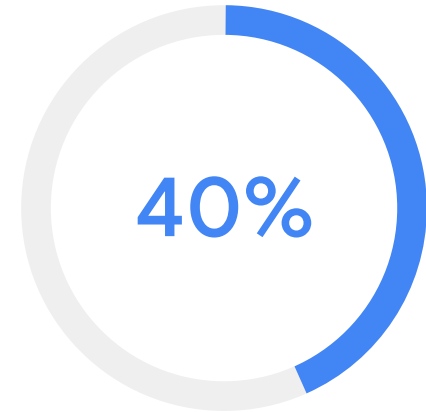
Research Online
before Purchase



Research on
Smartphone in-Store



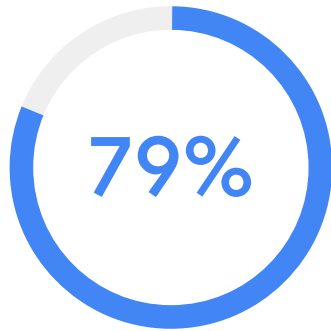
Buys on Smartphone
Every Month



Source: Base: n=902, those who made purchase in past 6 months, sourced from n=1000 Hong Kong smartphone users representative; n=872, those who made in-store purchase in past 6 months, sourced from n=1000 Hong Kong smartphone users representative; PwC Total Retail Report 2017.

79% of companies are currently managing digital activities. But are consumers happy with digital CE?

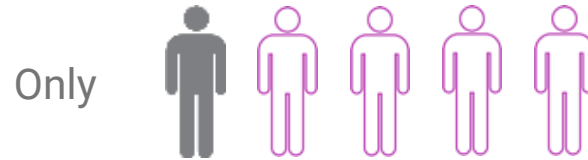
Current Digital
Engagement Status



of corporates have managed
digital initiatives

Base: N=101, Corporates

Consumers'
Satisfaction Level



of consumers are highly satisfied
with their digital experience

Base: N=1000, Hong Kong smartphone users
representative

It's time to stop thinking that HK consumers aren't online. Multiple surveys tell us that they are now fully engaged.



Selection & Availability Sensitive

28% more likely than global average to buy online due to lower price and selection / availability



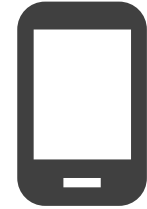
Cross Border

55% said they buy online from outside Hong Kong at least once per year



Cross Channel

95% of retail commerce happens offline, but around half is digitally influenced



Mobile Savvy

79% have a smartphone, 98% go online once per day - more than the US

Customer data can help you to create more relevant experiences



Identity

Understand who people are

7 properties with 1B+ users, helping your brand reach users as they move between devices

Intent

...and what they want

Leverage intent-rich signals from Google Search, Maps and more, with the power of video on YouTube

Intelligence

Predict what they'll find most useful

Google's expertise in machine learning can help predict who is most likely to engage with your brand, and ultimately convert

Digital Makeover: How Sephora Measured Offline Impact of Its Online Ads



Why understanding online-to-offline shopping behaviour matters

SEPHORA x Google



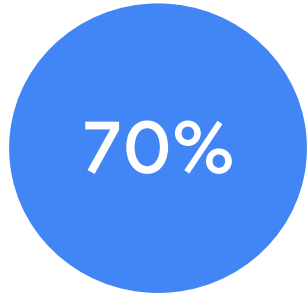
Increase in AdWords ROAS when in-store sales are considered



Is now primary traffic source that drives more offline transactions at higher AoV



Avg. basket value in-store when there is *online* research & discovery



of in-store buyers who went on Sephora's website before buying in-store went online on the day of purchase

Start with the basics: Is your business on the map? Reach more shoppers with Google My Business

Make the most of
free Google listings



One solution
across devices



Businesses have a smarter
platform for promotion



Consumers have a smarter
option to navigate to stores



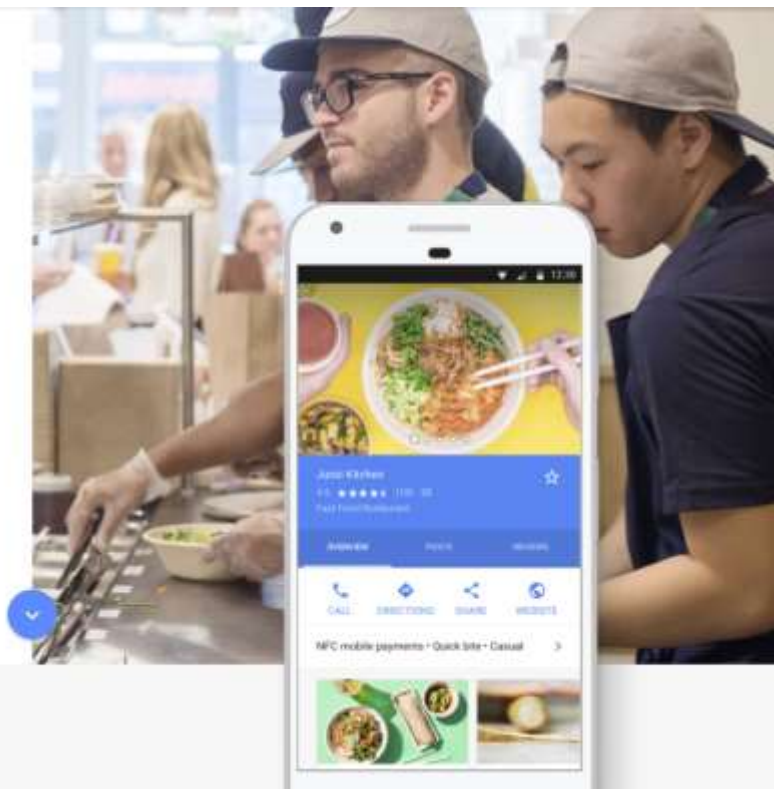


Make the most of your free Google listing.

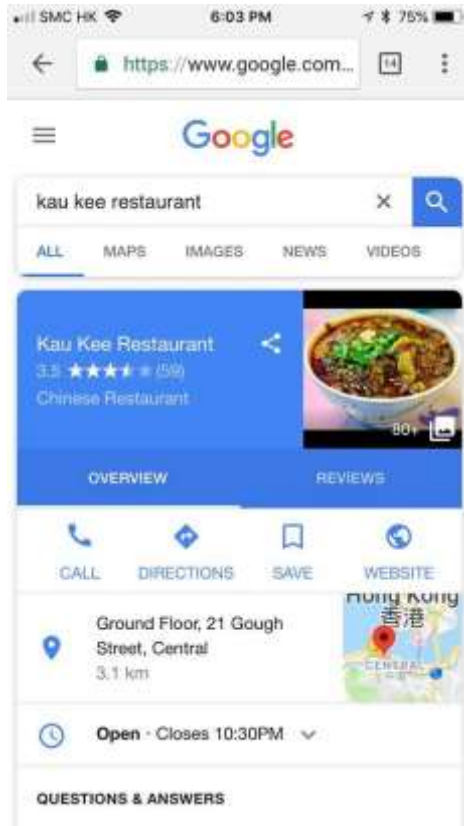
Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

START NOW

Have questions? Give us a call: 1-844-491-9655*



Interact with the consumers when they search for you



Help the consumers learn more about your business

Kau Kee Restaurant
3.5 ★★★★★ 29 Google reviews
Chinese Restaurant

Kau Kee Restaurant is a noodle restaurant in Hong Kong. Its specialty is beef brisket soup with noodles. Wikipedia

Address: Ground Floor, 21 Gough Street, Central
Hours: Open - Closes 10:30PM
Phone: 2850 3367

Popular times Saturdays

Plan your visit
People typically spend 30 min to 1 hr here

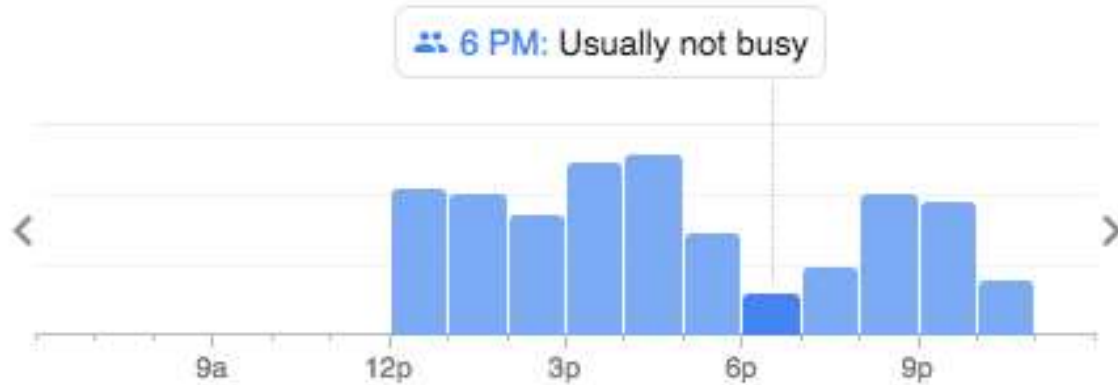
Reviews
29 Google reviews

People also search for

- The Peak Tasty
- Ma's Noodle
- Sing Fook Congee Shop
- Sing Heung Yum
- The Luk Restaurant

Popular times

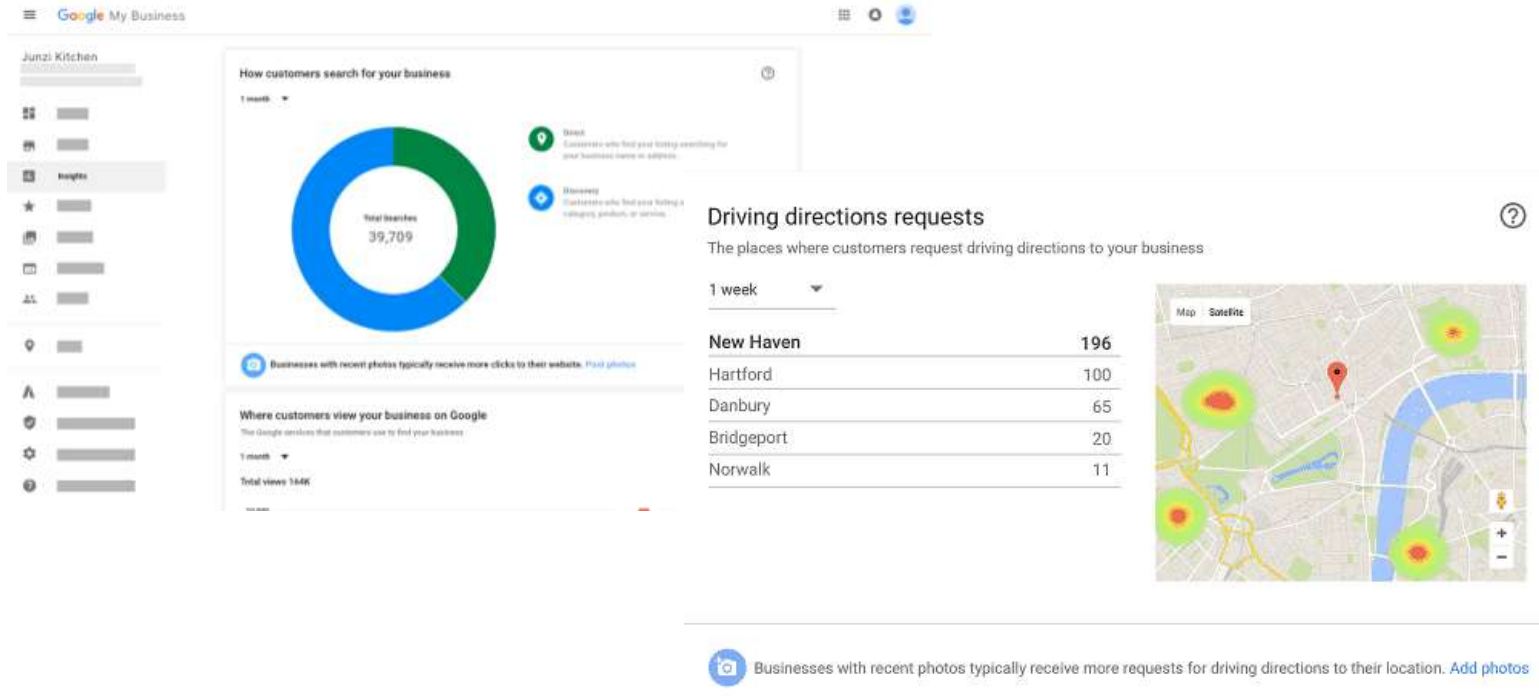
Saturdays



Plan your visit

People typically spend **30 min to 1 hr** here

Review important insights about your consumers



First edition launched 12 September 2017

Benchmark research for Hong
Kong

- Focus Groups
- 1000 Consumer Surveys
- 101 Business & Gov Surveys
- KOL interviews

Available at:

forhongkong.withgoogle.com

Second edition due later in 2018



Google for _____
HONG KONG
_____ 2018