



## PayPal Forecasts Hong Kong Online Commerce to Reach HKD55.4 Billion by 2020 PayPal 預計於 2020 年前 香港電子商貿將達 554 億港元

*In the last 12 months\*, 3.9 million Hong Kong consumers spent HKD30.7 billion shopping online with 75% of shoppers having made cross-border purchases*

390 萬名香港消費者去年\*用於網購上的金額達 307 億港元  
當中 75% 曾購買境外商家的產品或服務

Hong Kong is set for an online commerce boom, with spending expected to hit HKD55.4 billion by 2020, and total online spend achieving 27% year-on-year growth, reaching HKD38.9 billion by the end of 2018, according to PayPal's Cross-Border Consumer Research 2018 report for Hong Kong.

PayPal also found that a large proportion of increased online commerce spending is coming through from mobile shoppers, with mobile commerce growing at a faster rate of 37% year-on-year compared to total online commerce (27%).

By 2019 it is estimated that more than half of online spending by Hong Kong shoppers will come via the mobile channel.

The research, which was conducted in April 2018 by Ipsos on behalf of PayPal, investigated the online shopping habits of approximately 34,000 consumers in 31 markets, including 1,000 participants in Hong Kong.

“Close to half of online shoppers in Hong Kong will increase their online spending in the next 12 months\*, driven by both rising convenience of online shopping and the growing number of shopping platforms,” said William Ip, Director and Head of PayPal Hong Kong, South Korea & Taiwan. “Sellers today need to be equipped to not only take their business cross-border and online, but also be on mobile and in-app to create a seamless online commerce experience for shoppers.”

根據最新《2018 PayPal 香港跨境消費者調查》(PayPal Cross-Border Consumer Research 2018 report for Hong Kong), 於 2020 年前, 香港網購市場消費總額預計將達 554 億港元, 而於今年底前, 本地網購消費總額亦會按年增加 27% 至 389 億港元。

PayPal 同時指出使用流動裝置進行的網購消費將按年增長 37%, 高於整體網購消費的增長速度 (27%), 顯示網購消費的增長一大部份來自使用流動裝置的消費者。調查預計在 2019 年底前超過一半的香港消費者的網購消費將來自流動裝置渠道。

是次調查由 PayPal 和 Ipsos 合作於 2018 年 4 月進行, 在 31 個市場訪問了約 34,000 名消費者的網上購物習慣, 當中 1,000 名消費者來自香港。

PayPal 香港、南韓及台灣地區總監葉承浩先生表示:「隨著網購體驗愈趨便利及網購平台數量日益增加, 近半數受訪本港網購消費者表示將在未來 12 個月內提高網購消費額\*。現今的賣家不僅需要具備拓展網上和跨境業務的能力, 同時亦需要透過流動裝置和應用程式為消費者提供流暢的網上商貿體驗。」



\*Based on fieldwork conducted between the 5<sup>th</sup> and 17<sup>th</sup> of April 2018.

\*根據於 2018 年 4 月 5 日至 17 日期間進行的調查結果。

## Cross-border shopping dominates online transactions 跨境購物主導網上交易

In the last 12 months\*, three in every four online shoppers made cross-border purchases, compared to just one in four shoppers who shopped only from domestic sites.

The majority of shoppers are also open to shopping from overseas, with 71% of shoppers preferring to shop from large global platforms and almost three fifths (58%) trusting overseas online stores as much as stores from Hong Kong. Clothing/apparel, footwear and accessories are the most frequently purchased goods from overseas sellers (83%), followed by toys and hobby-related goods (63%).

While desktops/laptops/notebooks remain the preferred device when shopping, mobile devices account for 33% of online shopping spending, while the number goes up to 37% for cross border purchases. Online shoppers shop cross-border most frequently during seasonal sales (38%) and Christmas (36%).

## China is the most sought-after market for cross-border purchases

PayPal's research also found that, primarily due to better pricing, China beat all other countries to be the top market for cross-border shopping, with nearly half of Hong Kong's online shoppers (48%) having purchased goods collectively worth HKD3.6 billion from the country in the past year. This is followed by Japan (32%) and the U.S. (30%). Despite ranking second and third, Hong Kong online shoppers spent an estimated value of HKD5.7 billion and HKD2.1 billion on goods from Japan and the U.S. respectively, believing they can get products with higher quality.

## Value for money is a priority for shoppers

Despite the popularity of international online shopping among Hongkongers, challenges to cross-border shopping exist. Shipping costs are the top barrier preventing shoppers from buying cross-border, cited by 35% of shoppers who do not shop cross-border. Other key factors include difficult process for returning unwanted purchases (32%).

“Being a Hong Kong-based startup, cross-border e-commerce plays an important role in our business expansion. Today, we sell around the world and 80% of our sales comes from overseas transactions. Online retailers need to deliver seamless, personalized customer experience in order to meet the rising expectations of global customers,” said Wesley Ng, CEO and Co-founder at Casetify.

調查發現香港四分三網購消費者曾在過去 12 個月\* 進行跨境交易，而只從本地網站上購物的則只有四分之一。大部分消費者都對從海外購物持開放態度，71% 的受訪消費者傾向在大型全球平台上購物，近六成（58%）的受訪者表示對海外和本地網店同樣信賴。消費者最常從海外賣家購入服飾、鞋類和配飾（83%），其次為玩具和與休閒嗜好相關的商品（63%）。

縱然桌上電腦和筆記型電腦仍是消費者網購時的首選設備，調查發現有 33% 的網購消費是透過流動裝置完成的，而以流動裝置進行跨境網購的比率更高達 37%。另外，網購消費者最常在季度折扣優惠（38%）和聖誕節（36%）期間進行跨境購物。

## 中國內地成為最受歡迎的跨境購物市場

PayPal 是次調查發現，中國內地領先其他國家成為香港網購消費者跨境購物的最主要市場，主要因為商品價格更便宜。近半數的受訪香港網購消費者（48%）在過去一年\*曾於中國內地網站購物，商品總值 36 億港元。其次是日本和美國，共有 32% 和 30% 香港消費者表示曾於該國家的網站購物。儘管排名第二和第三，香港網購消費者仍分別從日本和美國購買了估計總值 57 億港元和 21 億港元的商品，並指他們相信能從該兩個國家買到質素較高的商品。

## 高性價比是消費者優先考慮的因素

儘管港人熱衷於在國際網站上購物，但跨境購物仍存在挑戰。調查發現 35% 的受訪消費者表示貨物運費是令他們對跨境購物卻步的最大原因，其他主要因素包括繁複的退貨過程（32%）。

Casetify 行政總裁及聯合創辦人吳培榮先生表示：「作為以香港為基地的初創企業，跨境電商對我們拓展全球業務扮演十分關鍵的角色。現時，我們銷售至全球多個國家，八成的銷售額來自海外交易。為滿足全球消費者日益提高的需求，電子商家必須為他們提供流暢而個人化的購物體驗。」

\*Based on fieldwork conducted between the 5<sup>th</sup> and 17<sup>th</sup> of April 2018.

\*根據於 2018 年 4 月 5 日至 17 日期間進行的調查結果。

## Security and convenience are key when choosing payment method 安全和便利是選擇支付方式時的主要因素

Security and convenience are the two major concerns as 34% and 27% of cross-border shoppers respectively, said these are the key factors for choosing their payment method. Among shoppers that cited PayPal as their preferred cross-border payment platform, almost half of them (47%) cited one of their reasons for using it is that it offers a more secure way to pay. Furthermore, 27% said they chose PayPal because they do not want to share their full financial information with the seller.

“While consumers increasingly want to shop online, there remains a real concern when making high value purchases online, especially from overseas websites. Providing customers with a sense of trust and robust security is vital to giving them the confidence to shop online. This is why we offer recognized and secure payment methods such as PayPal, to provide our customers with the assurance that their payment details are secure,” said Christina Zhang, Senior Director of Corporate Strategy and Communication at DJI.

調查指出分別有 34% 和 27% 的跨境消費者表示安全和便利是他們選擇支付方式時所考慮的主要因素。以 PayPal 作為首選跨境支付平台的受訪消費者當中，近半數（47%）表示使用 PayPal 是因為該平台提供更安全的支付方式，27% 的受訪者表示他們選擇 PayPal 是因為他們不想與賣家透露完整的財務資料。

大疆創新科技企業戰略及傳訊高級總監張曉楠小姐表示：「縱然消費者對網上購物的需求增加，但每當他們在網上，特別是從海外網站上購買高價值產品時，往往都會有所顧慮。為了提高消費者對網購的信心，建立信任以及提供高度安全至為重要。因此，我們提供如 PayPal 等公認的安全支付方式，讓我們可以向顧客保證他們的付款資料是受到保障的。」

### Paypal Hong Kong Limited

Fueled by a fundamental belief that having access to financial services creates opportunity, PayPal Holdings, Inc. (NASDAQ: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 267 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person. Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo, Xoom and iZettle, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies.

憑著相信金融服務能帶來機遇的信念，PayPal（納斯達克股票代碼：PYPL）致力向大眾推廣金融服務，令大眾和企業都能積極參與環球經濟。我們開放式的電子付款平台，讓超過 2.67 億名 PayPal 活躍用戶無論在網上、手機、應用程式，或個人與個人之間，都可透過嶄新和高效的方式連接及安心進行交易。透過科技創新和策略合作，PayPal 提供更好的資金管理及轉移方案，無論發出款項、結帳或收款，均可靈活選擇，盡享彈性。PayPal 業務遍及全球超過 200 個市場，擁有多個不同的付款平台，包括 Braintree, Venmo 和 Xoom，支援消費者和商戶接收 100 多種貨幣付款，56 種貨幣的銀行帳戶現金提取，以及在 PayPal 帳戶中擁有 25 種不同貨幣的餘額。

Website 網址: [www.paypal.com.hk](http://www.paypal.com.hk)

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