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**Report Category:** Retail Foods

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**Report Highlights:**

Hong Kong's food retail sector remained relatively stable in 2025, with retail food sales increasing one percent to \$12 billion. During the first seven months of 2026, food retail sales continued to grow modestly by 1.4 percent year-over-year. Competition remains intense as consumers increasingly seek value and compare prices across local, online, and mainland Chinese retail channels. Major retailers are responding through more competitive pricing, expanded direct sourcing, and omnichannel strategies. Despite these changes, Hong Kong remains a mature, highly competitive, and import-dependent food retail market with opportunities for high-quality, differentiated, and competitively priced products.

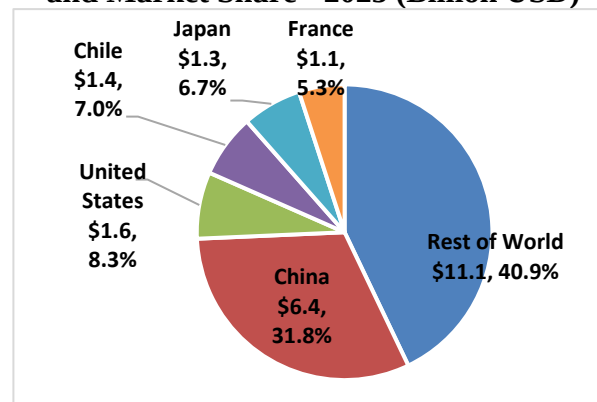
## Executive Summary

Hong Kong has a population of 7.5 million. In 2025, its per capita GDP was \$56,962, one of the highest in Asia. Hong Kong is a vibrant city and a major gateway to Asia. Consumers are sophisticated and enjoy a cosmopolitan lifestyle. Due to limited arable land, around 95 percent of food in Hong Kong is imported. In 2025, Hong Kong's total imports of agricultural and related products remained stable at \$24.1 billion.

## Imports of Consumer-Oriented Agricultural

Hong Kong imports of consumer-oriented agricultural products were \$20.1 billion in 2025, accounting for 83 percent of all agricultural imports. The top ten imports were seafood, fresh fruit, prepared food, beef, non-alcoholic beverages, dairy, poultry, pork, wine and distilled spirits. China, the United States, Chile, Japan and France were the top five suppliers.

### Consumer Oriented Agricultural Imports and Market Share - 2025 (Billion USD)



## Food Retail Industry

percent to \$12 billion. The Hong Kong food retail market is made up of supermarkets, convenience stores, and traditional markets. There are over 600 major chain supermarkets; more than 1,400 convenience stores, and 95 public traditional markets in Hong Kong.<sup>1</sup>

## Food Processing Industry

The local food processing sector is small. In 2025, global imports of bulk products increased by 8.6 percent to \$403 million and represented 1.7 percent of all agricultural imports. Imports of intermediate agricultural commodities were \$2.8 billion.

## Food Service Industry

Hong Kong has an expansive, influential, and dynamic hotel, restaurant, and institutional (HRI) food service sector. In 2025, Hong Kong's restaurant receipts were \$14.1 billion. There were 16,876 licensed restaurants as of year-end 2025.<sup>2</sup>

### Quick Facts CY 2025

#### Global Imports of Consumer-Oriented Ag.

##### Products

\$20.1 billion (-0.9 percent from CY 2024)

#### Top Growth of Consumer-Oriented Ag. Imports

- |                        |                       |
|------------------------|-----------------------|
| 1) Tree Nuts           | 2) Meat               |
| 3) Condiments & Sauces | 4) Prepared Food      |
| 5) Non-alcoholic Bev.  | 6) Fruit & Veg. Juice |
| 7) Pork                | 8) Rice               |
| 9) Eggs                | 10) Bakery Products   |

#### Food Industry by Channels

Consumer-Oriented Ag. Products:

- |                       |                |
|-----------------------|----------------|
| - Gross imports       | \$20.1 billion |
| - Re-exports          | \$8.0 billion  |
| - Retained imports    | \$12.1 billion |
| - Retail food sales   | \$12.0 billion |
| - Restaurant receipts | \$14.1 billion |

#### GDP/Population

Population: 7.5 million

GDP per capita: \$56,962

## Strengths/Weaknesses/Opportunities/Threats

| Strengths                                                                                                                                                                                                              | Weaknesses                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>- Hong Kong is highly dependent on imported food.</li><li>- U.S. products are perceived as high-quality and meeting food safety standards.</li></ul>                             | <ul style="list-style-type: none"><li>- U.S. products can face higher freight costs and longer transit times than some competitor markets.</li><li>- Requirements for small minimum order quantities and small packaging size.</li></ul> |
| Opportunities                                                                                                                                                                                                          | Threats                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"><li>- Hong Kong has a sizable middle- and high-income consumer base with demand for premium products.</li><li>- A major trading / re-export hub for other Asian countries.</li></ul> | <ul style="list-style-type: none"><li>- Intense competition from global suppliers, increasingly price-conscious consumers.</li><li>- Cross-border shopping and dining in mainland China reduces HRI and retail demand.</li></ul>         |

**Data and Information Sources:** U.S. Census Bureau Trade Data, Trade Data Monitor, Euromonitor International, Hong Kong Census and Statistics Department, and Hong Kong Trade Development Council. Currency in U.S. dollars unless otherwise stated.

<sup>1</sup> [Food and Environmental Hygiene Department](#)

<sup>2</sup> [FEHD-Pleasant Environment Statistics 2022-2025](#)

## SECTION I. MARKET SUMMARY

Hong Kong is a major market for U.S. agricultural products. U.S. agricultural exports to Hong Kong exceeded \$1.5 billion in 2025 and increased 20.3 percent year over year from January through July 2026.

Hong Kong's global imports of agricultural and related products totaled \$24.1 billion in 2025 and were broadly unchanged during the first seven months of 2026.<sup>3</sup> The United States is Hong Kong's third-largest supplier of agricultural products, behind China and Australia, and its second-largest supplier of consumer-oriented products. U.S. exports of consumer-oriented products to Hong Kong increased 28.3 percent year over year from January through July 2026, indicating continued demand for U.S. food and beverage products despite limited growth in the overall import market.

Hong Kong's economy expanded 3.5 percent in real terms in 2025, marking the third consecutive year of growth. Real GDP increased 5.1 percent in the first half of 2026, supported by strong external trade and resilient domestic demand. Reflecting stronger-than-expected performance, the Hong Kong government revised its 2026 real GDP growth forecast upward to 3.5–4.5 percent.<sup>4</sup>

Hong Kong's population remained stable at approximately 7.5 million, up 0.3 percent from a year earlier with government talent attraction and labor importation measures offsetting natural population decline. Visitor arrivals reached 49.9 million in 2025, up 12.1 percent from 2024. During the first eight months of 2026, arrivals increased 11 percent to 36.7 million.<sup>5</sup> Mainland China remained the largest source market, while long-haul arrivals also recorded strong growth.

Hong Kong's broader retail sector improved in 2025 and strengthened further in 2026. Overall retail sales increased one percent in 2025 and rose 8.9 percent during the first seven months of 2026. The recovery, however, has been uneven and has not translated into similarly strong growth in food retail, which remained comparatively stable. In 2025, food retail sales reached approximately \$12 billion, comprising sales from supermarkets and supermarket sections of department stores, as well as food, alcoholic drinks, and tobacco retailers. During the first seven months of 2026, food retail sales increased only 1.4 percent, well below the 8.9-percent increase in overall retail sales. This divergence highlights the maturity of Hong Kong's food retail market and the continued pressure from cross-border shopping, dining in mainland China, and intense local competition.

Supermarkets and convenience stores remain the dominant modern food retail channels and are widely accessible throughout Hong Kong, together accounting for approximately 54 percent of food and beverage retail sales. While these channels provide broad market access for imported products, limited category growth is increasing pressure on retailers and suppliers to compete on price, convenience, and product differentiation.

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<sup>3</sup> Trade Data Monitor – Hong Kong Global Imports

<sup>4</sup> [“Hong Kong Economy”, Hong Kong Government](#)

<sup>5</sup> [Hong Kong Tourism Board](#)

## Outlook for 2027

Hong Kong's food retail market is expected to remain highly competitive in 2027, with modest underlying growth and continued pressure on margins. Retailers are responding by strengthening direct sourcing, expanding supplier networks, and improving procurement and logistics efficiency.

In 2025, DFI Retail Group expanded Wellcome's international sourcing network and partnered with mainland fresh-food platform Dingdong to offer more competitively priced fresh produce. In March 2026, Wellcome further strengthened its direct-sourcing strategy through a partnership with COFCO Hong Kong covering major food categories, including rice, edible oils, dairy products, meat, and beverages.

Competition also intensified following JD.com's acquisition of Kai Bo Food Supermarket in 2025, marking the mainland e-commerce company's entry into Hong Kong's brick-and-mortar grocery market. The acquisition brought JD.com's procurement, logistics, and supply-chain capabilities to Kai Bo's local store network. In 2026, competition escalated into aggressive discounting among Wellcome, PARKnSHOP, Kai Bo, and online retailer HKTVmall.

These developments point to a more price-driven and operationally competitive food retail market rather than a broad-based expansion in demand. In 2027, direct sourcing, supply-chain efficiency, omnichannel capabilities, convenience, and differentiated product offerings are expected to remain key competitive factors. For U.S. exporters, opportunities are likely to be strongest for products that combine competitive pricing with clear differentiation, consistent quality, and reliable supply.

## Advantages and Challenges

**Hong Kong: Table 1. – Major Advantages and Challenges**

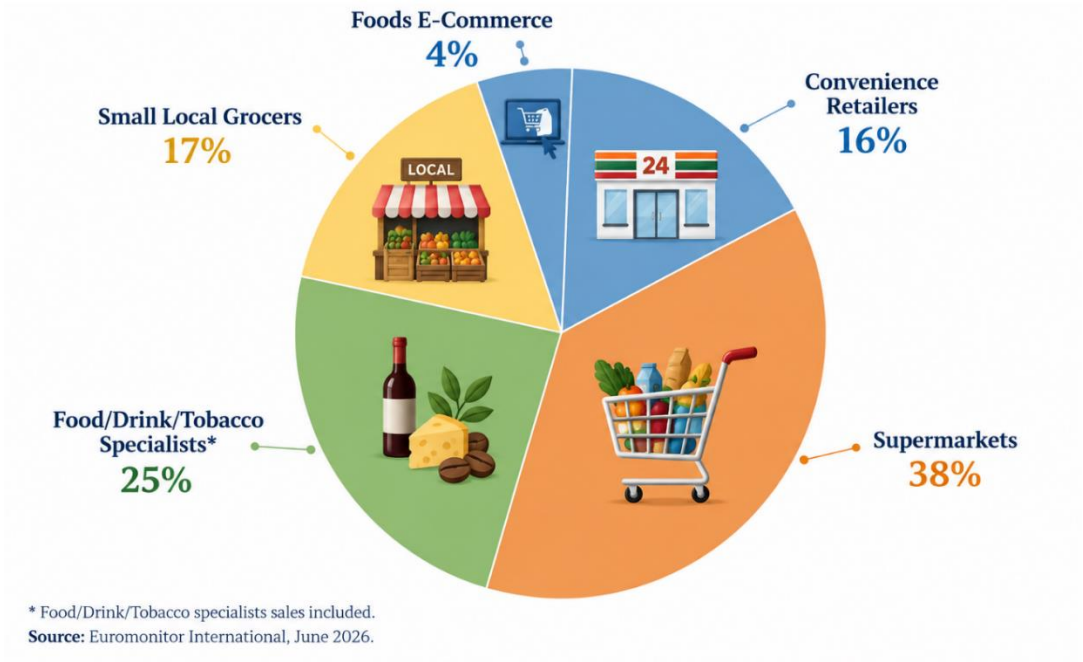
| Advantages                                                                                                                                                                                                            | Challenges                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Hong Kong maintains an open and transparent import regime that is separate from mainland China. Most food and beverage products enter duty-free, and approximately 95 percent of Hong Kong's food supply is imported. | As a free port with relatively low barriers to market entry, Hong Kong attracts suppliers from around the world, creating intense competition. |
| U.S. consumer-oriented agricultural exports to Hong Kong valued at \$1.3 billion in 2025, a 6 percent increase compared to 2024. <sup>6</sup>                                                                         | U.S. products face disadvantages in freight costs and transit times compared with some regional suppliers.                                     |

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<sup>6</sup> BICO report – U.S. export to Hong Kong

|                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hong Kong remains an important regional trading and re-export hub where buyers make purchasing decisions for a wide range of consumer-oriented products, including products destined for mainland China and other Asian markets    | Cross-border shopping and dining in mainland China remain popular among Hong Kong residents due in part to lower prices, increasing pressure on Hong Kong food retailers and restaurants.                                                                  |
| U.S. food and beverage products enjoy a strong reputation among Hong Kong consumers for quality, variety, and high food safety standards.                                                                                          | Hong Kong importers must comply with local food labeling, certification, and import requirements, which can add costs for suppliers. Foreign establishments exporting raw meat and poultry to Hong Kong are subject to facility registration requirements. |
| The wide range of U.S. product offerings can cater to diverse tastes and preferences among different segments of the Hong Kong market.                                                                                             | Hong Kong is a relatively small market with high storage and operating costs. Importers and retailers often prefer smaller order quantities and packaging sizes, which some U.S. suppliers may find difficult to accommodate.                              |
| Hong Kong has an affluent and sophisticated consumer base, with market opportunities for unique, premium, and differentiated food and beverage products.                                                                           | Consumers have become increasingly value-conscious, while supermarket price competition, direct sourcing, e-commerce, and competition from mainland retailers are putting pressure on suppliers to offer competitive pricing.                              |
| Hong Kong's sophisticated logistics infrastructure, extensive retail and foodservice sectors, and position as a regional business hub provide U.S. exporters with opportunities to reach both local consumers and regional buyers. | The importance of Hong Kong as a buying center, re-export hub, and influential food and beverage market is not always fully recognized by U.S. exporters.                                                                                                  |

Hong Kong: Chart 1. Retail Food Sales by Channel, 2025



Note: Euromonitor defines small local grocers to include independent grocery outlets, market stalls, and street vendors; outlets within wet markets are counted as separate outlets in this channel. Food/drink/tobacco specialists are retailers focused mainly on a specific food, beverage, or tobacco category, such as bakeries, butchers, fishmongers, beverage stores, and tobacconists.

Hong Kong: Chart 2. Retail Sales vs. Retail Food Sales



Source: Hong Kong Census and Statistics Department

## SECTION II. ROAD MAP FOR MARKET ENTRY

New-to-market exporters may consider several approaches to enter the Hong Kong retail market:

- *Exporting Direct to Supermarkets:* Large supermarket chains and other major retailers may source high-volume products directly from overseas suppliers to improve cost efficiency and strengthen product differentiation. Direct sourcing can provide exporters with closer relationships with retailers but may require sufficient production capacity, competitive pricing, consistent supply, and compliance with retailer-specific requirements.
- *Partner with a Hong Kong Agent or Distributor:* Working with an established local importer or distributor remains one of the most common market-entry approaches. Local partners can provide importation, logistics, regulatory compliance, marketing, and distribution support and often have established relationships with supermarkets, convenience stores, specialty retailers, foodservice operators, and e-commerce platforms. Hong Kong distributors may request exclusive distribution rights and relatively small minimum order quantities due to the market's small size and high storage costs.
- *Work with a Trading Company or Consolidator:* Many U.S. and international trading companies can offer U.S. producers access to the Hong Kong market through their existing sales channels. These companies typically shoulder the risk of exporting and distributing products in overseas markets.
- *Sell Through E-Commerce and Omnichannel Retailers:* E-commerce and online grocery platforms have become increasingly important channels for reaching Hong Kong consumers. Exporters may work with local importers, retailers, or online platforms to sell products through digital channels. Retailers are increasingly integrating physical stores, online ordering, home delivery, and other fulfillment options as part of their omnichannel strategies.
- *Establish a Local Presence:* Establishing a Hong Kong office or local business presence can provide exporters with greater control over sales, marketing, customer relationships, and distribution. However, companies should consider Hong Kong's relatively high office, staffing, and operating costs before establishing a permanent presence.
- *Attend Hong Kong Trade Shows:* Hong Kong offers numerous annual and biannual trade shows that attract large numbers of buyers from the region and throughout Asia. These shows are ideal for both new to market and well-established exporters.
- [HOFEX](#) – A major biennial food and hospitality trade show. It is a trade-only event. (USDA endorsed).
- [Asia Fruit Logistica](#) – Asia's leading trade show for fresh fruit, vegetables, and tree nuts (USDA endorsed).

- [Hong Kong Food Expo PRO](#) – Organized by Hong Kong Trade Development Council (HKTDC), this annual food exhibition showcases a diverse range of global gourmet foods and drinks. Open to both trade and the public.
- [Restaurant, Bar & Café Hong Kong](#) – Hong Kong’s local F&B hospitality trade show.
- [Hong Kong Wine & Dine Festival](#) - An annual consumer-focused food and wine festival organized by the Hong Kong Tourism Board.
- [Hong Kong International Wine & Spirits Fair](#) - Organized by Hong Kong Trade Development Council (HKTDC), an annual regional trade show for global wine & spirits. Open to both trade and public.
- [Vinexpo Asia](#) – Leading wine trade show in Asia.
- [Hong Kong Pet Show](#) – Pet industry’s trade fair showcasing global pet foods and pet-related products.

## Market Structure

As a free port with relatively few market access barriers, Hong Kong offers U.S. exporters multiple channels to enter the retail market. The appropriate distribution channel depends on the product, sales volume, target consumers, and retailer requirements. U.S. exporters commonly work with local importers, agents, distributors, or consolidators that supply supermarkets, convenience stores, traditional markets, specialty retailers, and e-commerce platforms. Major retailers may also source directly from overseas suppliers, while e-commerce and online grocery platforms are playing an increasingly important role in reaching Hong Kong consumers.

**Hong Kong: Chart 3. Retail Market Structure for U.S. Exporters**



Source: USDA/FAS, U.S. Department of Commerce, industry sources, 2026.

## Top Retailers in Hong Kong

Hong Kong's supermarket sector remains highly concentrated with two large companies, [A.S. Watson Group](#) and [DFI Retail Group](#), continuing to dominate the market through their extensive supermarket networks.<sup>7</sup> The two groups accounted for the majority of supermarket value sales in 2025, led by A.S. Watson's PARKnSHOP and DFI Retail Group's Wellcome chain.

The competitive landscape saw notable changes in 2025, including JD.com's acquisition of Kai Bo Food Supermarket and a significant contraction in U-Select's store network. Alongside the major operators, smaller supermarket chains, specialty food retailers, traditional and wet markets, convenience stores, and e-commerce platforms serve different segments of Hong Kong's food retail market.

**Hong Kong: Table 2. – Leading Supermarket Chains<sup>8</sup>**

| Name of Retailer                      | No. of Outlets                                                                                      |
|---------------------------------------|-----------------------------------------------------------------------------------------------------|
| <a href="#">DFI Retail Group</a>      | 323 stores in Hong Kong under: Wellcome, Market Place, 3hreesixty, Oliver's; 21 San Miu in Macau    |
| <a href="#">A.S. Watson Group</a>     | Over 260 stores in Hong Kong and Macau under: PARKnSHOP, Taste, Fusion, Great, Watson's Wine, Bravo |
| <a href="#">Kai Bo</a>                | 90 grocery stores and supermarkets, now owned by JD.com in Hong Kong                                |
| <a href="#">U-Select</a>              | 3 shops in Hong Kong                                                                                |
| <a href="#">YATA</a>                  | 12 supermarkets in Hong Kong                                                                        |
| <a href="#">AEON Stores (HK) Ltd.</a> | 13 department stores with supermarkets and 2 separate supermarkets in Hong Kong                     |
| <a href="#">City'Super</a>            | 6 stores in Hong Kong                                                                               |
| <a href="#">APITA (UNY)</a>           | 4 stores in Hong Kong                                                                               |

## Convenience Stores

Hong Kong's convenience store sector remains highly concentrated, with 7-Eleven and Circle K together accounting for 97 percent of convenience retailer value sales in 2025. 7-Eleven remained the market leader with a 71 percent value share and operates more than 1,100 stores across Hong Kong and Macau, while Circle K operates 387 stores in Hong Kong. Market concentration increased further following VanGO's exit from the Hong Kong market in 2025, leaving 7-Eleven and Circle K as the two dominant convenience store chains.

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<sup>7</sup> Euromonitor International

<sup>8</sup> Websites of retailers

**Hong Kong: Table 3. – Leading Convenience Stores<sup>9</sup>**

| Retailer Name            | No. of Outlets                 |
|--------------------------|--------------------------------|
| <a href="#">7-Eleven</a> | Over 1,100 (Hong Kong & Macau) |
| <a href="#">Circle K</a> | 387 in Hong Kong               |

### **Hong Kong: Leading Food/FMCG Retail Chains**

In addition to supermarkets and convenience stores, Hong Kong has an extensive network of value-oriented food and general merchandise retailers that carry imported packaged foods, beverages, snacks, frozen foods, and household products. Best Mart 360° continued to expand its network, reaching 194 stores across Hong Kong and Macau in 2026, while 759 STORE maintained a substantial presence with 167 stores in Hong Kong. Big C, which entered Hong Kong through the acquisition and rebranding of AbouThai stores, currently operates 20 locations, substantially below its previously announced expansion target. JHC and its affiliated formats also maintain an extensive retail network, although the group reduced its Hong Kong store count in 2025 amid challenging retail conditions.

| Retailer Name                   | No. of Outlets          |
|---------------------------------|-------------------------|
| <a href="#">Best Mart 360°</a>  | 194 (Hong Kong & Macau) |
| <a href="#">759 Store</a>       | 167 in Hong Kong        |
| <a href="#">Big C Hong Kong</a> | 20 in Hong Kong         |
| <a href="#">JHC</a>             | 295 in Hong Kong        |

### **Traditional Markets, Wet Markets and Independent Grocery Stores**

Traditional retail remains an important part of Hong Kong's food distribution landscape and includes public wet markets, neighborhood grocery stores, hawker stalls, and other independent retailers. As of 2026, the Food and Environmental Hygiene Department (FEHD) manages 95 public markets in Hong Kong. However, these channels face increasing competition from supermarkets, convenience stores, and online grocery platforms as consumers place greater emphasis on convenience, product assortment, and digital access.

Digitalization is also changing this traditionally offline segment. An increasing number of wet market stalls and small vendors are participating in delivery apps and quick-commerce platforms offering same-day or rapid delivery, while adopting digital payment, point-of-sale, and inventory systems to remain competitive.

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<sup>9</sup> "Convenience Stores in Hong Kong, China", Euromonitor International 2025

## **E-commerce of Foods**

Hong Kong consumers are highly digitally connected, and online shopping has become an established part of the retail landscape. Retail e-commerce continued to outperform store-based channels in 2025, with sales increasing 5 percent year-over-year. Online purchasing habits established during the pandemic have persisted, particularly for everyday goods and groceries, while improvements in logistics, delivery, and fulfillment have further supported the channel.

Marketplace e-commerce remained the largest online retail format, with sales increasing 8 percent to approximately \$4.1 billion in 2025. HKTVmall has established a strong position in groceries, household essentials, and imported foods through its marketplace model and logistics and fulfillment capabilities. Mainland Chinese platforms, particularly Tmall, have also expanded their presence in Hong Kong, increasing competition and consumer access to cross-border products.

Alibaba Group remained the leading retail e-commerce company with a 20 percent share in 2025, while Hong Kong Technology Venture, operator of HKTVmall, held approximately 10 percent. The total retail e-commerce sales are expected to reach approximately \$13.9 billion by 2030, representing a current-value CAGR of approximately 6 percent from 2025.<sup>10</sup>

## **SECTION III. Competition**

Competition remained intense in 2025 as consumers continued to seek value and increasingly compared prices across local, online, and mainland Chinese retail channels. While Hong Kong's overall food retail sales slightly increased in 2025, the supermarket channel faced greater pressure from changing consumer shopping patterns, including increased competition from e-commerce and cross-border shopping. The competitive landscape also continued to evolve as retailers strengthened their online and offline capabilities. Established operators, including A.S. Watson Group and DFI Retail Group, maintained leading positions, while mainland Chinese companies expanded their presence in Hong Kong. JD.com's acquisition of Kai Bo Food Supermarket provided the company with an established physical store network and access to local food suppliers and distributors, further increasing competition between traditional retailers and digital-first operators.

### **Retail Practices**

*Slotting Fees & Supplier Terms:* Major Hong Kong retailers may apply various charges and commercial terms to suppliers, including listing or slotting fees for shelf placement, promotional discounts, distribution allowances for warehouse-to-store logistics, and rebates based on annual sales or performance. These costs can increase the expense of entering and maintaining a presence in major retail chains, particularly for new-to-market and smaller suppliers.

*Sourcing Strategies:* Major retailers may source high-volume products directly from overseas suppliers when commercially practical. However, local importers and distributors continue to

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<sup>10</sup> "Retail in Hong Kong", Euromonitor International 2026

play an important role, particularly where retailers require smaller order quantities, local inventory, regulatory and logistics support, or greater flexibility in product supply. Hong Kong's relatively small market size and high operating costs can make consolidated shipments and local distribution more practical for many imported food products.

*Omnichannel Retailing:* Online and offline retail channels have become increasingly integrated. Leading retailers are investing in e-commerce, fulfillment, loyalty programs, and other digital capabilities, while online platforms are expanding into physical retail.

## **Importer Procedures**

In Hong Kong, food intended for sale must be fit for human consumption as defined under the legal framework for food safety control in Part V of the [Public Health and Municipal Services Ordinance, Cap.132](#) and subsidiary legislation. Hong Kong draws reference from Codex and the World Organization for Animal Health (WOAH) in the context of food safety standards and animal health standards in setting, or in lieu of, domestic regulations.

## **Labeling**

The sale of prepackaged food in Hong Kong must contain on its label the product name, ingredients, date, storage and use instructions, manufacturer information, weight, and nutrition. The marking or labeling of prepackaged food can be in either English or Chinese, or in both languages. If both languages appear in the labeling or marking of prepackaged food, the name of the food, nutritional labeling, and the list of ingredients must appear in both languages. However, the Hong Kong government accepts labeling stickers. There are many cases, particularly for small sales items, where U.S. products are imported into Hong Kong with U.S. labels, and then importers apply label stickers on the packaging to comply with Hong Kong's food labeling requirements. At present, the Hong Kong government does not have regulations regarding the labeling of genetically engineered (GE) food products. The government makes no distinction between conventional and GE foods in regulating food safety. For more details, please refer to GAIN Report: [Agricultural Biotechnology Annual](#).

Hong Kong does not have specific regulations for labeling organic products. The Hong Kong Organic Center allows products to carry their organic logos provided that they can fulfill the Center's certification requirements. Hong Kong allows USDA organic labels. For more guidelines on Hong Kong's food import regulations, please refer to GAIN Report: [Food and Agricultural Import Regulations and Standards Country Report](#).

## **Certification**

Imported consignments of meat, poultry, eggs, milk, and frozen confections are required to provide health certificates. The Center for Food Safety (CFS) of the FEHD is responsible for issuing import licenses for these foods to Hong Kong importers. U.S. exporters need to provide health certificates to their importers so that they can obtain import licenses. In addition, the importation of seafood products that are eaten raw, such as oysters, require health certificates. Other general food items can be imported to Hong Kong without certification.

### Import Duties and Permits

Hong Kong is a free port, imposing duties on only four products: liquor, tobacco, hydrocarbon oils, and methyl alcohol. Local importers must apply for a license from the Hong Kong Customs and Excise Department for the importation of dutiable commodities. In addition, a licensed importer must apply for a permit for each consignment. Importers are not required to apply for any licenses or permits for the import or export, manufacture, storage, or movement of wine and liquor with an alcoholic strength of less than 30 percent by volume. The current duties are as follows:

| Product                    | Volume                                      | Tax Value                                                                                                        |
|----------------------------|---------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Distilled Spirits (Liquor) | with more than 30 percent alcohol by volume | 100 percent of the initial value up to HKD \$200 (USD\$25.64), 10 percent on value above HKD \$200 (USD\$25.64). |
| Distilled Spirits (Liquor) | with less than 30 percent alcohol by volume | No Duty                                                                                                          |

*(Note: Beer, wine, and liquor with less than 30 percent alcohol by volume is not taxed.)*

Please refer to GAIN Report [Import Regulation on Alcoholic Drinks](#) for additional information.

### Facility Registration Requirements for Foreign Suppliers of Raw Meat and Poultry

Effective February 14, 2025, Hong Kong transitioned from a “systems-based” approach to recognizing foreign meat and poultry establishments to an “establishment or plant-based” registration system. Under the new import protocol, U.S. slaughtering, cutting, processing and cold storage facilities seeking to export raw meat and poultry products to Hong Kong must be registered with CFS prior to export. U.S. slaughtering, cutting, processing, and cold storage facilities are encouraged to review the CFS list of U.S. establishments [here](#) to verify all company information is current and accurate prior to export. Registration is only required for raw meat and poultry products. Cooked and further processed products (ham, bacon, sausages, canned meat) are not subject to the new import protocol requirements.

For additional information on registering U.S establishments and verifying establishment eligibility, exporters should consult the [FSIS Export Library](#).

## SECTION IV. BEST PRODUCT PROSPECTS

As a free port with few market access barriers, Hong Kong welcomes products from around the world. Accordingly, nearly all product categories available in the United States can be sourced locally in Hong Kong. However, exporters may find opportunities for new products that offer brand differentiation, specific qualities such as organic, or new flavor combinations or profiles.

**Hong Kong: Table 4. Top 5 Consumer Oriented Products Imported  
from United States in 2025<sup>11</sup>**

| Product                        | Value           | Change 2024/2025 |
|--------------------------------|-----------------|------------------|
| Beef                           | \$455.6 million | 12.9%            |
| Soup & other Food Preparations | \$334.5 million | 41.0%            |
| Tree Nuts                      | \$255.1 million | 76.0%            |
| Fresh Fruit                    | \$137.8 million | 0.4%             |
| Seafood                        | \$87.6 million  | -5.5%            |

**Hong Kong: Table 5. Top 5 Consumer Oriented Products Imported  
from the World in 2025<sup>12</sup>**

| Product                                          | Value          | Change 2024/2025 |
|--------------------------------------------------|----------------|------------------|
| Seafood                                          | \$2.99 billion | -5.6%            |
| Fresh Fruit                                      | \$2.81 billion | -9.7%            |
| Beef                                             | \$1.48 billion | -0.02%           |
| Soup & other Food Preparations                   | \$1.73 billion | 10.1%            |
| Non-alcoholic beverage (ex. Juices, coffee, tea) | \$1.13 billion | 6.7%             |

**Hong Kong: Table 6. Top Growing Major Consumer Oriented Products Imports  
(January to August 2026<sup>13</sup>)**

| Product        | Value         | Change 2025/2026 |
|----------------|---------------|------------------|
| Tree Nuts      | \$212 million | 48.7%            |
| Beef           | \$1.2 billion | 30.4%            |
| Wine           | \$628 million | 14.9%            |
| Eggs           | \$243 million | 10.7%            |
| Bakery Product | \$658 million | 6.1%             |
| Dairy Products | \$740 million | 3.8%             |

## SECTION V. KEY CONTACTS AND FURTHER INFORMATION

### Post Contact

Agricultural Trade Office, Consulate General of the United States, Hong Kong and Macau  
18<sup>th</sup> Floor, St. John's Building  
33 Garden Road, Central, Hong Kong  
Tel: (852)-2841-2350  
Fax: (852)-2845-0943

<sup>11</sup> Trade Data Monitor- Hong Kong Imports COPA from United States

<sup>12</sup> Trade Data Monitor- Hong Kong Imports COPA from World

<sup>13</sup> Trade Data Monitor- Hong Kong Imports COPA from World

Email: [Atohongkong@usda.gov](mailto:Atohongkong@usda.gov)

Website: <http://www.atohongkong.com.hk>

Delicious USA: <https://www.delicioususa.com.hk/>

**Other Hong Kong Government / Semi-Government Contacts:**

Please refer to the [FAIRS Country Report Annual](#).

**Attachments:**

No Attachments