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FOR IMMEDIATE RELEASE

Hong Kong Online Spending Expected to Grow

Holiday online spending in Hong Kong tipped to grow by 15% year on year

Hong Kong — November 11, 2014 — Adobe today released its [2014 Digital Index Online Shopping Forecast](#) for this year's holiday season. Adobe data anticipates that the holiday period share of annual online sales in Hong Kong will reach nearly 20% of the total annual figure. With the increasing penetration of mobile devices, the share of sales on phones and tablets has been steadily increasing in 2014, and are now expected to contribute around 18% of the total online shopping share in Hong Kong.

The 2014 Adobe Digital Index Holiday Shopping Prediction is the most comprehensive of its kind in the industry. The forecast is based on the analysis of aggregated and anonymous data of more than one trillion visits to 4,500 retail websites over the last six years and 20 billion visits in October 2014.

With the rising popularity of smartphones, the report reveals that phone share of online sales among JAPAC (Japan Asia Pacific) is reaching 12%. In Hong Kong, the expected mobile share of sales is around 18%, with share on phones and tablets around 8% and 10% respectively, slightly more than that of Singapore. Phone share of online sales fluctuated at the start of 2014 and grew steadily starting from May. Hong Kong experienced a significant drop in phone share of online sales in September but this is expected to increase from November as the festival season approaches. Hong Kong people are getting used to mobile shopping as it saves them time, something which is exceptionally precious to most of them.

On 11 November 2014, which has become the largest online shopping day in China, the report predicts Chinese shoppers will spend over HK\$15.5 billion online, pulling further away from other Asian countries, including Japan. Japan ranked the second in Asia with around HK\$5 billion spending prediction on its largest online shopping day. Although Chinese nationals are among the top in shopping from tablets, they spend the least per person.

Expected online sales grew fastest in China, Thailand, Russia and Brazil, with more than 20% growth year on year during holiday months. The Adobe Digital Index predicts that expected online spend per person on the largest shopping day will reach around HK\$25, which is far behind other JAPAC regions like Singapore's HK\$53 and Japan HK\$39.

Paul Robson, Adobe President Asia Pacific, said the emergence of mobile as a shopping hub was the result of the improved capabilities of phones and retailers needed to keep pace with consumer expectations.

"This year we expect to see online spending grow by 15% in Hong Kong year on year during the holiday months," said Robson.

"As smartphone screens become bigger and mobile data connections improve, it's imperative that retailers now offer the very best experience on phones. Whether at home, commuting and even when walking through the mall, shoppers are showing they want to do business with the brands they love through their phones."

The research finds that the ease of use of mobile payment tools, such as PayPal is also giving consumers greater confidence when buying through their phones and tablets. Many customers have already noticed location based marketing efforts, and even more feel that it could be helpful to receive notification while in a store. These may be some hints to digital marketers who are planning for their next year's strategies.

About Adobe Digital Index

Adobe Digital Index publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from over 5,000 major companies worldwide that use Adobe Marketing Cloud to obtain actionable data and analysis of activity on their websites. Data was collected from analysis of 4,500 websites, 20 billion visits to ecommerce websites in 2014 and more than 1 trillion visits since 2008.

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