

# Food Retail Stores in Hong Kong and Macau

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Australian Government  
Austrade



## Introduction

This document is an Austrade initiative that gives you an overview of the major food retail stores in Hong Kong and Macau, some of which also have a presence in mainland China. If your company is looking to export from Australia and visit these markets, Austrade's team of English and Chinese-speaking business advisers in Hong Kong is ready to assist you. Please see Austrade's contacts at the end of this document.

With a wealthy population of 7.3 million and a GDP of US\$307 billion, Hong Kong is a large, high-value and expanding market for Australian products, including high-end food and beverage products.

Hong Kong's very limited natural resources ensure very high reliance on imports (95%), with most food and raw materials coming mainly from China, the US, Brazil, Netherlands and Australia. Hong Kong is Australia's largest export market for fruit & nuts, 2<sup>nd</sup> largest market for seafood and 11<sup>th</sup> largest market for wine. Australia is the number one supplier of chilled beef to Hong Kong, number two for wine, number three for dairy and number six for seafood.

Australia enjoys positive perceptions as a supplier of fresh, quality and safe food and beverage products. Australia's diverse climate allows for a variety of food and agricultural products, while stringent quarantine policies, good environmental practices and low population density underpin a strong agricultural sector. Australia also has an international reputation for producing food from a natural environment with high levels of food safety, traceability and disease-free status. Australian food producers' high standards of food safety have been built on, and are supported by, innovative and efficient food safety service providers.

Neighbouring Macau is a relatively small market, with a population of just half a million. However, this market does offer some opportunities for Australia owing to the enormous scale of its casino and hospitality industry, which is the world's largest based on revenues. Moreover, Macau's 36 casinos and UNESCO world heritage sites attracted over 31 million visitors in 2015 (66% of them from mainland China), significantly increasing the final demand generated by this small city.

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## Food Retail Stores in Hong Kong

In Hong Kong there are two main supermarket chains, ParknShop and Wellcome, plus a number of other stores that may be of interest to Australian suppliers.

### ParknShop

ParknShop, a member of the [A. S. Watson Group](#), has more than 170 stores in Hong Kong, Macau and mainland China, plus a number of supermarkets under different brand names that target higher-income consumers. ParknShop and its associated high-end supermarket brands are as follows:

ParknShop and its supermarket brands	No. of stores in Hong Kong	Addresses for selected stores and business hours
1. <a href="#">ParknShop</a>	170+	Lower G/F, CC Wu Building, 302-308 Hennessy Road, Wanchai, Hong Kong 灣仔軒尼詩道302-308號, 集成中心地庫 Business Hours: 8:00am - 10:30pm daily
2. <a href="#">ParknShop Superstore</a>	36	Shop No. U14A, Upper G/F, Fitfort, Healthy Garden, 560 King's Road, North Point, Hong Kong 香港健威花園地下上層U14A 號舖 Business Hours: 8:00am - 10:00pm daily
3. <a href="#">Taste</a>	14	Portion of G/F and Whole of Basement, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong 灣仔皇后大道東183號, 合和中心地舖 Business Hours: 8:00am - 10:30pm daily  Shop 5, MTR Level, Festival Walk, Tat Chee Avenue, Kowloon Tong, Kowloon 九龍塘, 達之路, 又一城 5號舖 Business Hours: 7:30am - 11:30pm daily
4. <a href="#">Great Food Hall</a>	1	Basement, Two Pacific Place, Queensway, Hong Kong 金鐘, 太古廣場2期地庫 Business Hours: 10:00am - 10:00pm daily
5. <a href="#">Fusion</a>	43	Units 1029 - 1043, 1/F, United Centre, 95 Queensway, Hong Kong 金鐘金鐘道95號, 統一中心 一樓1029-1043號 Business Hours: 7:30am - 9:00pm (Mon - Sat) 9:00am - 9:00pm (Sun & Public Holidays)
6. <a href="#">SU-PA-DE-PA</a>	1	39 Ko Chiu Road, Yau Tong, Kowloon 九龍, 油塘, 高超道38號 Business Hours: 9:00am - 10:00pm daily
7. <a href="#">International</a>	19	Shop No. B77, Basement Floor, Windsor House, 311 Gloucester Road, Causeway Bay, Hong Kong 銅鑼灣告士打道 311 號, 皇室大廈地庫 Business Hours: 8:00am - 10:00pm daily
8. <a href="#">Gourmet Food Hall</a>	2	Shop L04 on Lower Ground Floor & Shop B01 on the Basement, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong 銅鑼灣, 禮頓道77號, 地庫 Business Hours: 8:00am - 10:00pm daily

## 1. ParknShop

[ParknShop](#) is a mainstream brand in Hong Kong with more than 170 stores around the territory. ParknShop sells both Chinese merchandise and imported goods. The first ParknShop store opened in Stanley, Hong Kong in 1973. For a decade the store remained a local retailer until the mid-1980s when it began to expand outside Hong Kong.

ParkNShop opened its first mainland China store in 1984 in the Shekou district of Shenzhen (across the border from Hong Kong), making the chain the first foreign retailer to enter the mainland Chinese market. The chain's first mainland superstore opened in 2000 and its first mainland megastore followed in 2001 in the Tianhe district of Guangzhou (Capital of neighbouring Guangdong province). There are now about 60 ParkNShop stores in northern and southern China, including locations in Guangzhou, Shenzhen and Dongguan. The addresses of some of the ParkNShop stores in southern China (near Hong Kong) are as follows:

ParkNShop (Shenzhen Shekou branch) 百佳深圳蛇口店

Address: No.8 Taizi Road, Bitao Center, Shekou, Nanshan District, China

Chinese address: 广东省深圳市南山区蛇口工业区太子路 8 号碧涛中心 1 楼

ParkNShop (Guangzhou North Tianhe Branch) 百佳超市正佳广场店

Address: 228 Tianhe Lu, Tianhe District, Guangzhou Guangdong, China

Chinese address: 广东省广州天河区天河路 228 号正佳广场

## 2. ParknShop Superstore

The first [ParkNShop Superstore](#) was opened in Hong Kong in 1996 with a floor space of 4,200 m<sup>2</sup>, offering a large variety of imported goods, as well as fresh fruit and vegetables and many non-food items.

## 3. Taste

[Taste](#) is an international Asian superstore concept that provides customers with a "More than Food" shopping experience. Taste has bright and contemporary stores that reflect a commitment to deliver "More Than Food", with a range that spans fresh and ready-to-eat food, an in-store bakery, imported specialist items, a wine cellar, household goods and gifts, and even fashion and luxury accessories.

## 4. Great Food Hall

[Great Food Hall](#) is an international concept food hall and gourmet wonderland, catering to the sophisticated tastes of foodies and gourmards. Its stylish and spacious food hall at the basement of the prestigious Pacific Place shopping mall offers over 46,000 of the finest food products and cooking and dining ware. Great Food Hall has a selection of daily air-freighted fresh fruits, vegetables and over 300 deli, meat and seafood items. You will also find the trendy Japanese snacks, authentic Chinese condiments, premium olive oils and vinegars as well as fine wines and beverages.

## 5. Fusion

[Fusion](#) by ParknShop is an international superstore concept that combines the freshest produce with a wide selection of Asian and western delicacies.

## 6. SU-PA-DE-PA

New concept destination store [SU-PA-DE-PA](#) is a unique name with SU-PA means supermarket and DE-PA means department store. The name itself is a cutting-edge concept combining supermarket and department store to cater for all customers' daily needs: food, clothing, living and entertainment.

## 7. International

[International](#) by ParknShop is an international supermarket concept that provides the best flavours of east and west, catering for International, Asian and Western customer segments.

## 8. Gourmet Food Hall

From expertly selected fresh produce to ready-prepared meals and light bites, the finest culinary delights are presented to you in an elegant new space. [Gourmet Food Hall's](#) main customers are discerning upper-class buyers. It provides more varieties of western-style products than ParknShop and Taste.

## Wellcome

Owned by the [Dairy Farm Group](#), Wellcome has more than 280 stores in Hong Kong. It operates a number of branded stores in Hong Kong, with different stores to appeal to different segments of the market.

Wellcome and its supermarket brands	No. of stores in Hong Kong	Addresses for selected stores and business hours
1. <a href="#">Wellcome/Superstore</a>	240+	G/F, 25-29 Great George Street, Causeway Bay, Hong Kong 銅鑼灣, 記利佐治街25-29號地舖 Business Hours: 24 hours daily
2. <a href="#">ThreeSixty</a>	1	Shop 1090, 1/F Elements, Union Square, Kowloon Station, Kowloon 尖沙咀, 柯士甸道西1號, 圓方 1090舖 Business Hours: 8:00am - 11:00pm daily
3. <a href="#">Olivers the Delicatessen</a>	1	Shop 201-205, 2/F., Prince's Building, 10 Chater Road, Central, Hong Kong 中環, 太子大廈, 遮打道10號, 201-205舖 Business Hours: 8:00am - 8:00pm (Mon - Fri) 8:30am - 8:00pm (Sat, Sun & Public Holidays)
4. <a href="#">MarketPlace by Jasons</a>	33	B111-B121, Basement 1, K11, 18 Hanoi Road, Tsim Sha Tsui, Kowloon 尖沙咀, 河內道18號, K11地庫一樓, B111-B121舖 Business hours: 9:00am - 11:00pm (daily)
5. <a href="#">7-Eleven</a>	900+	Business hours: 24 hours (daily)

### 1. Wellcome/Superstore

[Wellcome](#) has grown into the largest supermarket chain with the oldest heritage in Hong Kong in just a little over 60 years. With a network of over 280 stores and over 8,000 employees, Wellcome attracts over 16 million customers per month.

### 2. ThreeSixty

[ThreeSixty](#) is Asia's first true one-stop destination for organic, natural and wholesome food. It offers an extensive range of delicious take-home and ready-to-eat food options, together with a large range of Earth-friendly household products, non-chemically based personal care items and wellness-related lifestyle products.

### 3. **Oliver's the Delicatessen**

Oliver's the Delicatessen has established itself as Hong Kong's leading fine food and wine store since 1981. Oliver's provides a superior product range, high-quality goods and personalised service to customers. A wide range of fine foods have been sourced from all over the world, including Europe, the UK, the US and from South America to Australia, New Zealand and South Africa.

### 4. **MarketPlace by Jasons**

MarketPlace by Jasons was launched in Hong Kong in 2007 to offer consumers a unique combination of international and customised assortment of foods at competitive prices. MarketPlace by Jasons strives to deliver small joys to shoppers in a variety ways: to enjoy quality time with friends and family with quality foods, produce and fabulous wines, to celebrate diversity with gourmet styles and tastes from around the globe.

### 5. **7-Eleven**

7-Eleven has operated in Hong Kong since 1981. With most locations in urbanised areas, approximately 40 percent of stores are franchised.

## Other Food Retail Stores

Apart from ParkNShop and Wellcome, other major food retail stores in Hong Kong are listed below:

Stores	No. of stores in Hong Kong	Addresses for selected stores and business hours
1. <a href="#">CitySuper</a>	4	<p>Times Square Basement 1, 1 Matheson Street, Causeway Bay, Hong Kong            銅鑼灣, 勿地臣街1號, 時代廣場地庫1層            Business Hours: 10:00am - 10:00pm (Sun - Thu, Public Holidays)            10:00am - 11:00pm (Fri - Sat, Day before Public Holiday)</p> <p>Level 1, Shops 1041-1049, IFC Mall, 8 Finance Street, Central, Hong Kong            中環金融街8號, 國際金融中心商場1041-49舖            Business Hours: 10:00am - 10:00pm daily</p>
2. <a href="#">SOGO Supermarket Food Halls</a>	2	<p>Food Mart, Basement 2, 555 Hennessy Road, Causeway Bay, Hong Kong            銅鑼灣, 軒尼詩道555號, 崇光百貨公司            Business Hours: 10:00am - 10:00pm (Sun - Thu)            10:00am - 10:30pm (Fri, Sat, Day before Public Holiday)</p>
3. <a href="#">AEON</a>	13	<p>Kornhill Plaza (South), 2 Kornhill Road, Quarry Bay, Hong Kong            香港鰂魚涌, 康山道2號, 康怡廣場(南)            Business Hours: 8:30am - 11:00pm</p>
4. <a href="#">YATA</a>	7	<p>New Town Plaza 3, 2 Shatin Centre Street, Shatin, Hong Kong            香港沙田, 正街2號, 新城市廣場3期            Business Hours: 10:00am - 10:00pm (Sun - Thu)            10:00am - 10:30pm (Fri, Sat and Day before Public Holiday)</p>
5. <a href="#">Vanguard and VanGo</a>	95 & 79	<p>G/F., 6-7 Harbour View Centre, 28 Harbour Road, Wanchai, Hong Kong            香港灣仔, 港灣道28號, 灣景中心地下2,6-7號            Business Hours: 7:30am - 9:00pm (Mon - Sat)            8:00am - 9:00pm (Sun &amp; Public Holidays)</p>
6. <a href="#">DCH Food Mart and DCH Food Mart Deluxe</a>	62 & 12	<p>Shop G1-3, 15 Canal Road West, Wanchai, Hong Kong            香港灣仔, 堅拿道西, 15號永德大廈 G1-3 舖            Business Hours: 8:00am - 9:30pm</p>
7. <a href="#">759 Store</a>	240+	<p>Shop B &amp; C, G/F., The Hennessy, 256 Hennessy Road, Wanchai, Hong Kong            香港灣仔, 軒尼詩道 256 號 The Hennessy 地下 B 及 C 號舖            Business Hours: 9:00am - 12:00midnight</p>
8. <a href="#">Best Mart 360°</a>	40	<p>Shop No. 384, G/F Harmony Mansion, 380-394 Hennessy Road, Wanchai, Hong Kong            香港灣仔, 軒尼詩道 380-394 號, 齊安大廈地下 384 號舖            Business Hours: 9:30am - 11:00pm</p>
9. <a href="#">Circle K</a>	400+	<p>Business hours: 24 hours (daily)</p>

## 1. CitySuper

[CitySuper](#) is a high-end supermarket and retail chain based in Hong Kong. The chain started operations in 1996 with outlets in Hong Kong, Shanghai and Taiwan. It aims to sit upmarket from its main rivals, Wellcome and ParknShop, with goods that are usually otherwise unavailable in Hong Kong and are relatively highly priced.

[CitySuper Shanghai](#) is also a one-of-a-kind upscale "Mega Lifestyle Specialty Store" that brings an unparalleled one-stop-shopping experience with a refreshing international food culture and a diverse choice of quality lifestyle to enrich urban dwellers' lives in Shanghai. The 2,700-square-meter store in Shanghai offers the freshest and widest array of carefully selected international food and lifestyle products, spanning high-end lifestyle commodities, exquisite gourmet cuisines, fine wine, delicate desserts, premium chocolate, deluxe coffee, to fresh cooking ingredients and more.

CitySuper Shanghai 上海国金中心店

Address: B2, LG2, 8, Century avenue Pudong new district , Shanghai

Chinese address:上海市浦东新区陆家嘴金融贸易区世纪大道 8 号上海国金中心地下 2 层 LG2

[Citysuper Taiwan](#) supplies the very best in fresh fruit and vegetables, seafood, meat, poultry, spices, fine wines, health foods and snacks. It has a wide selection of environmentally responsible products and is committed to sustainable practices wherever possible.

CitySuper Taiwan 台湾台北复兴店

Address: B3, No. 300, Sec 3, Zhongxiao E. Rd., Taipei, Taiwan

Chinese address: 台湾台北市忠孝东路三段 300 号 B3

## 2. SOGO Supermarket Food Halls

[SOGO](#) is one of the major shopping landmarks for Hong Kong people and tourists alike. It is a particular favourite for the 35 million mainland visitors that come to Hong Kong each year. SOGO is characterised by the "one-stop shop", "shop-in-shop", "Japanese-style" and "customer-oriented" concepts. It offers quality goods and services, customer convenience, and comfortable and pleasurable shopping environment.

## 3. AEON

[AEON](#) is a Japanese department store with nine supermarket sections in Hong Kong. It provides an extensive range of foods from around the world with a large variety of Japanese foods. The supermarkets attract many middle-class customers who are receptive to new products and can afford higher prices. In-store promotions are held every Saturday and Sunday and are packed with customers.

## 4. YATA

Department store chain [YATA](#), the Japan-themed retail unit of Sun Hung Kai Properties, provides a one-stop shopping environment to customers with fine articles for daily use. Its professional and dedicated services allow customers to enjoy "Quality Shopping Experiences at a Modern Japanese Lifestyle Department Store".

## 5. Vanguard and VanGo

[Vanguard](#) is the main food retail division of [China Resources Enterprise](#). It has more than 100 supermarkets in Hong Kong. VanGo is a 24-hour service convenience stores with more than 70 outlets in Hong Kong. Vanguard and Vango focus on local customers and the majority of fresh products come from mainland China.

[China Resource Vanguard China](#) opened its first store in mainland China in 1991 and has reached over 100 major cities in 31 provincial regions in China including Beijing, Guangdong, Jiangsu, Shanghai, Tianjin and Zhejiang.



## 6. Dah Chong Hong (DCH) FoodMart

Dah Chong Hong (DCH) is one of the major food importers in Hong Kong with a great variety of products. DCH Food Mart and DCH Food Mart Deluxe are the food retail arms of DCH. They operate about 80 stores and have become a market leader among frozen food specialty chain stores in Hong Kong.

## 7. 759 Store

759 Store sells a variety of food products including groceries, snacks, wine, frozen meats, and pet food. The first 759 Store was opened in 2010. As of March 2015, the shop number had reached 247. 759 Store further expands its procurement spectrum by introducing much more high quality products with more reasonable prices, doing its best to provide leisurely and comfortable shopping experience and consumption model with wide variety of products to our HK local residents.

## 8. Best Mart 360°

Best Mart 360° was established in 2013 with about 40 branches in prestigious shopping hubs. Best Mart 360° is characterized by the “Best Quality” “Best Price” concepts. They continue to offer a premium selection of commodities from around the world, including Europe, America, Canada, Australia, Japan and Korea providing customers with a diverse range of merchandise categories: trendy snacks, beverages, personal care products and household goods.

## 9. Circle K

Circle K is an international brand for 24-hour convenience stores. Its primary target customers are office workers, blue-collar workers and students. The first Circle K Convenience Store in Hong Kong was established by Li & Fung Retailing in 1985. All Circle K stores in Hong Kong are company-owned-and-managed to facilitate a total alignment in the execution of business strategies and marketing programs, resulting in maximum responsiveness, efficiency and consistency.

## Food Retail Stores in Hong Kong – Summary

A.S. Watson Group		Dairy Farm Group		Other	
Store	Number of stores in Hong Kong	Store	Number of stores in Hong Kong	Store	Number of stores in Hong Kong
ParknShop	170+	Wellcome	240+	CitySuper	4
ParknShop Superstore	36	ThreeSixty	1	SOGO Supermarket Food Halls	2
Taste	14	Olivers the Delicatessen	1	AEON	13
Great Food Hall	1	MarketPlace by Jasons	33	YATA	7
Fusion	43	7-Eleven	900+	Vanguard and VanGo	95 & 79
SU-PA-DE-PA	1			Dah Chong Hong (DCH) Food Mart & DCH Food Mart Deluxe	12 & 62
International	19			759 Store	240+
Gourmet Food Hall	2			Best Mart 360°	40
				Circle K	400+

## Food Retail Stores in Macau

With a population of just half a million, Macau imports most of its international food and beverage products through distribution channels in Hong Kong. Macau, like Hong Kong, is a free economy in which there is no restriction on the flow of goods and services, money or capital. One of the Macau Government's core economic policies is to maintain a free port status with zero import duty for nearly all products.

The main food retail stores in Macau are: ParknShop (16 locations), Royal Supermarket (31 locations), San Mui (15 locations) and the supermarket at the New Yoahan department store.

### ParknShop Macau

ParkNShop in Macau caters more to expatriates and carries many Western products that are hard to find elsewhere, such as dairy products (especially cheeses), baking ingredients and certain spices and pastes. It also has a good selection of fresh fruits and vegetables. There is an underground parking available and the store will deliver your groceries if you spend \$200 MOP (around A\$30) or more. Price-wise, it is a bit more expensive than the other supermarkets in Macau.

Stores	Number of stores in Macau	Addresses for selected stores and business hours
1. <a href="#"><u>ParknShop</u></a>	14	Shops P0020-P0028, G/F, Phase 2, Sun Star Plaza, Section HB, Avenida do Hipodromo, Areia Preta, Macau 澳門菜園路38號, 信達廣場第二座地下, P0020-P0028號舖 Business Hours: 9:00am - 11:00pm
2. <a href="#"><u>Fusion – Flower City Superstore</u></a>	2	Fa Seng Quarteirão 40, Edifícios "Lei Hon, Tou, Wau, Ip" R/C H, Tauoa, Macau 澳門氹仔花城, 第40地段, 利鴻圖偉業大廈H座地下 Business Hours: 9:00am - 10:30pm

## Other Food Retail Stores in Macau

Apart from ParkNShop Macau, other major food retail stores in Macau are listed below:

Stores	Number of stores in Macau	Addresses for selected stores and business hours
1. <a href="#">Royal Supermarket</a>	32	Avenida do Coronel Mesquita no.11-G R/C Macau 澳門美副將大馬路11號G地下, 富德花園, 來來超級市場 Business Hours: 9:00am - 11:00pm
2. <a href="#">San Miu Supermarket</a>	20	Avenida 1 De Maio, Macau 澳門勞動節大馬路, 裕華大廈11-12座地下C舖, 新苗超級市場 Business Hours: 9:00am - 10:30pm
3. <a href="#">New Yaohan Supermarket</a>	1	7/F., Avenida Doutor Mário Soaresn 90, Macau 澳門蘇亞利斯博士大馬路90號7樓, 新八佰伴 Business Hours: 10:30am - 10:00pm
4. <a href="#">Cheang Chong Kei Frozen Food</a>	4	Avenida Demetrio Cuatti S/N Ponte 22A, Ground Floor, Macau 澳門爹美刁施拿地大馬路22A號碼頭地下, 鄭忠記海產凍肉 Business Hours: 10:30am - 10:00pm
5. <a href="#">Vang Kei Hong</a>	2	Avenida Almirante Lacerda 16-A, Shop B, Macau 澳門提督馬路16-A號B舖, 宏基行 Business Hours: 10:30am - 10:00pm

### 1. Royal Supermarket

[Royal Supermarket](#) was first opened in 1997. It now has with 32 stores in Macau and carries most grocery items. Some are large stores with a good selection and some are smaller in size. Prices are mid-market.

### 2. San Miu Supermarket

Established in 1990, [San Miu Supermarket](#) has 20 outlets and 400 staff in Macau with an annual turnover of 100 million MOP (around A\$15 million). It carries a wide range of products and is starting to carry more Western food. It has a wide range of fresh fruits and vegetables and the prices tend to be cheaper than other supermarkets.

### 3. New Yaohan Supermarket

[New Yaohan](#) was formerly known as Yaohan and was established in 1992 by a Japanese firm. New Yaohan department store has a large supermarket located on the 7th floor of its eight-storey building. It carries many western products and has a good fruit and vegetable section.

### 4. Cheang Chong Kei Frozen Food

Cheang Chong Kei Frozen Food operates four retail stores in Macau and handles meat, seafood and some packaged products. Its assortment ranges from discount to higher-end products.

### 5. Vang Kei Hong

Vang Kei Hong is one of the key food importers in Macau and imports products such as beef, lamb, oyster, lobster, milk and butter, etc. Its parent company Goodbase Trading Limited is the agent for Flensburger Brauerei beer and Rosbacher mineral water from Germany; Salmon Creek pork from the US, Cass beer from Korea etc.

## Austrade Contacts

If your company is looking to export from Australia and visit these markets, Austrade's team of English and Chinese-speaking business advisers in Hong Kong is ready to assist you.

Please contact Ms Frances Cheung, Business Development Manager or Mr Wilson Tang, Senior Business Development Manager at Austrade Hong Kong today.



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For more information about the dynamic Hong Kong and Macau markets and how Austrade can help you, please visit our website: [www.austrade.hk](http://www.austrade.hk)