UNDERSTANDING THE FOOD AND BEVERAGE RETAILERS IN HONG KONG AND MACAU
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INTRODUCTION

Welcome to the 2019 edition of “Understanding the food and beverage retailers in Hong Kong and Macau”. The purpose of this document is to provide you with an overview of the major food retail stores in Hong Kong and Macau, some of which also have a presence in Mainland China.

With a wealthy population of 7.451 million and a GDP of HK$ 2,845.3 billion,1 Hong Kong is a large, high-value and expanding market for Australian food and beverage products. Hong Kong is also a significant trading hub for re-exports into Mainland China, Macau and other neighbouring Asian markets.

Hong Kong's lack of natural resources has resulted in a high reliance on imports with less than 5 per cent of food being locally produced. A majority of agriculture and food products are imported from Mainland China, USA and Brazil. Other countries such as Australia, Thailand, France, Netherlands and Japan also play important roles in supplying high quality food & beverage products to Hong Kong. The major categories of Australian food and beverage exports to Hong Kong are horticulture, wine, meat, seafood and dairy.

1 Census and Statistics Department, Government of Hong Kong SAR, Hong Kong in Figures, April 2019

Neighbouring Macau is a relatively small market, with a population of just over half a million. However, this market offers attractive opportunities for Australia owing to the enormous scale of its casino and hospitality industry. Macau's 41 casinos and UNESCO world heritage sites attracted over 35.8 million visitors² in 2018, significantly increasing the final demand generated by this market.

Hong Kong and Macau are extremely competitive markets. Australia's competitive edge is that it enjoys a positive reputation as a supplier of fresh, high quality and safe food and beverage products. Australia's diverse climate also allows for a variety of food and agricultural products.

If your company is looking to export from Australia and visit Hong Kong and Macau, Austrade’s team of English and Chinese-speaking business advisers in Hong Kong is ready to assist you. You may find the contact details of our Austrade Hong Kong team at the end of this document.

I look forward to seeing you in Hong Kong and Macau.

Sincerely,

Sam Guthrie
Senior Trade and Investment Commissioner
Austrade Hong Kong and Macau

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**OVERVIEW OF DISTRIBUTION CHANNELS IN HONG KONG AND MACAU**

Australian food and beverage products are usually exported to Hong Kong through intermediaries such as Australia-based export agents and Hong Kong-based importers. For selected high volume products such as beef, citrus fruit, carrots and potatoes, large retailers and scalable food service operators will import directly to maximize their margins where possible.

**Food Service**

- Due to small volumes and frequent and consolidated orders, most of the local hotels, restaurants and fast food operators normally cannot afford to handle direct importation from a large number of individual suppliers overseas. Hong Kong importers and wholesalers generally undertake the distribution of food and beverages to trade buyers in this market sector.

With Macau’s proximity to Hong Kong and the lack of deep sea ports, most food and beverage products are transhipped to Macau through Hong Kong. Hong Kong importers and wholesalers work closely with Macanese retailers and food service buyers to meet their sourcing requirements.

**Food and Beverage Retailing**

- **Bricks & Mortar** - Supermarkets and convenience stores are the major channels for food and beverage distribution in Hong Kong, while gourmet & specialty stores provide more specific offerings to consumers. Traditional channels including wet markets and local grocery stores are popular amongst local consumers for fresh food items such as meat, seafood and vegetables.

- **Online Retailing** - With the improvement of local logistics capabilities in recent years, online grocery shopping is slowly gaining market share in Hong Kong. A number of local supermarket chains have started to offer online shopping and home delivery options to diversify from physical retailing. E-commerce platforms such as HKTV Mall and Ztore have been in Hong Kong since 2015, offering alternative options to Hong Kong consumers for grocery shopping.
FOOD RETAIL STORES IN HONG KONG

1. BRICKS AND MORTAR
Offline retailing has been the most important retailing model in Hong Kong. According to Euromonitor International, offline grocery retail was worth HK$108.49 billion\(^3\) in 2018. There are four major offline retail channels in Hong Kong, namely:

- Supermarkets
- Convenience Stores
- Gourmet and Specialty Stores
- Wet Markets and Local Groceries

\(^3\) Euromonitor International, Retailing in Hong Kong, China, January 2019

1.1 Supermarkets

Hong Kong’s supermarket sales by value has reached HK$52.76 billion\(^4\) in 2018. There are two major supermarket chains in Hong Kong, namely Dairy Farm Intl Holdings Ltd. and A.S. Watson Group.

Dairy Farm International Holdings Ltd

Dairy Farm International Holdings Ltd (Dairy Farm) is a leading Pan-Asian company involved in the processing, wholesaling and retailing of food, health and beauty products. Dairy Farm was first set up in 1886 as a dairy producer in Hong Kong and established its retail store in 1904. Dairy Farm is now a member company of Jardine Matheson Holdings Limited.

| No. of Stores | 329 |
| Positioning | Multiple |
| Target Customer | Local & Expats |

Through active expansions and acquisitions, Dairy Farm operates over 9,700 retail and food service outlets throughout Asia. Dairy Farm has significant footprints in Hong Kong, Taiwan, Malaysia, Singapore and Indonesia, as well as, growing presence in Mainland China, Cambodia, India and Vietnam. Dairy Farm has a 50 per cent stake in leading Hong Kong restaurant chain Maxim’s Group, which operates over 1,000 restaurants, fast food shops, cafes and bakeries in Asia. Dairy Farm manages a number of retail and food service brands across four divisions:

\(^4\) Euromonitor International, Supermarkets in Hong Kong, China, January 2019

### Division

<table>
<thead>
<tr>
<th>Retail &amp; Food Service Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
</tr>
<tr>
<td>Supermarkets/ Hypermarkets</td>
</tr>
<tr>
<td>Cold Orange (Malaysia, Singapore)</td>
</tr>
<tr>
<td>Giant (Indonesia, Malaysia, Singapore)</td>
</tr>
<tr>
<td>Hero (Indonesia)</td>
</tr>
<tr>
<td>Lucky (Cambodia)</td>
</tr>
<tr>
<td>Market Place by Jasons, Jasons (Hong Kong, Malaysia, Singapore, Taiwan)</td>
</tr>
<tr>
<td>Market Place by Jasons (Hong Kong)</td>
</tr>
<tr>
<td>Maxi (Cambodia)</td>
</tr>
<tr>
<td>Oliver’s the Delicatessen (Hong Kong)</td>
</tr>
<tr>
<td>San Miu (Macau)</td>
</tr>
<tr>
<td>T.S. Watson (Hong Kong)</td>
</tr>
<tr>
<td>Market Place by Jasons (Hong Kong)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Convenience Stores</th>
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</thead>
<tbody>
<tr>
<td>7-Eleven (Mainland China, Hong Kong, Macau, Singapore)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health &amp; Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td>GNC (Hong Kong)</td>
</tr>
<tr>
<td>Guardian (Cambodia, Indonesia, Malaysia, Singapore, Vietnam)</td>
</tr>
<tr>
<td>Mannings (Mainland China, Hong Kong, Macau)</td>
</tr>
<tr>
<td>Rose Pharmacy (Philippines)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Home Furnishing</th>
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</thead>
<tbody>
<tr>
<td>IKEA (Hong Kong, Indonesia, Taiwan)</td>
</tr>
</tbody>
</table>

Understanding the food and beverage retailers in Hong Kong and Macau
Dairy Farm operates 329 supermarkets and 948 convenience stores in Hong Kong under several retail brands. Dairy Farm operates its supermarkets under four different brands to maximise its coverage across different customer segments in Hong Kong.

- **Wellcome** is the largest supermarket chain in Hong Kong with over 70 years of history, offering a wide range of meat, seafood, dairy, horticulture, processed food, health food, baby products and daily necessities for local consumers. A number of budget to mid-priced products are offered in Wellcome under Dairy Farm’s private labels “First Choice”, “Yu Pin King” and “Surebuy”.

- **Market Place by Jasons, Jasons, 3hreeSixty, and Oliver’s the Delicatessen** are the upscale retail store brands within Dairy Farm’s portfolio. These retail stores offer wide selections of imported fine food and wine & spirits. With a growing healthy living trend, there are dedicated shelf space in these upscale stores for organic, natural & wholesome foods.

<table>
<thead>
<tr>
<th>Supermarket Brand</th>
<th>No. of Stores</th>
<th>Positioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellcome</td>
<td>283</td>
<td>Mass</td>
</tr>
<tr>
<td>Market Place by Jasons, Jasons</td>
<td>43</td>
<td>High - Premium</td>
</tr>
<tr>
<td>3hreeSixty</td>
<td>2</td>
<td>Premium</td>
</tr>
<tr>
<td>Oliver’s The Delicatessen</td>
<td>1</td>
<td>Premium</td>
</tr>
</tbody>
</table>

In 2017, Dairy Farm reached an agreement with the British brand Sainsbury to introduce their range of grocery items to selected Dairy Farm supermarkets in Hong Kong.

**Selected store information**

**Oliver’s The Delicatessen**

- **Address:** Shop 201-205, 2/F Landmark Prince’s Building, 10 Chater Road, Central
- **Business Hours:** 08:00-21:00 (Mon to Fri) 08:30-20:00 (Sat, Sun & Public Holidays)

**Australian products available at this retailer:**

- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfoods, Cereal & oatmeal, Carved seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Wine
A. S. Watson Group

A.S. Watson Group (A.S. Watson) is one of the world’s largest international food, health and beauty retailers with over 15,000 stores in 25 markets. Established in 1841 as the Hong Kong Dispensary, A.S. Watson was later named after British pharmacist Alexander Skirving Watson who joined as the company manager in 1858. A.S. Watson is now 75% owned by multinational conglomerate CK Hutchison Holdings Limited, which operates 5 core businesses in ports, retail, infrastructure, energy and telecommunications.

A.S. Watson operates 9 health & beauty retailers and perfumeries throughout Asia and Europe. Its supermarkets, wine shops and consumer electronics retail shops are mainly located in Hong Kong, Macau and Mainland China. A.S. Watson also manufactures and distributes Watsons Water bottled water, Mr. Juicy juice drinks and Sunkist juice drinks for Hong Kong, and distributes Watsons Water bottled water, Mr. Juicy and Mainland China. A.S. Watson also manufactures retail shops are mainly located in Hong Kong, Macau and Mainland China.

A.S. Watson operates 246 supermarkets and 28 wine shops in Hong Kong under several retail brands. It also operates 14 ParknShop supermarkets in major residential areas in Macau. There are 8 different A.S. Watson supermarket brands in Hong Kong to meet the food and beverage demand across different customer segmentations.

<table>
<thead>
<tr>
<th>No. of Supermarkets</th>
<th>Positioning</th>
<th>Target Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>246 in Hong Kong</td>
<td>Multiple</td>
<td>Local &amp; Expat</td>
</tr>
</tbody>
</table>

- ParknShop is the second largest supermarket chain in Hong Kong with 149 physical stores and an online store. A.S. Watson offers two private label lines “Best Buy” and “Select” that are offering budget range food & beverage products.
- Fusion, International and Taste are A.S. Watson's medium-end to high-end brands. A number of ParknShop supermarkets in the middle-class suburbs were rebranded to Fusion, International and Taste in the last few years to offer an enhanced shopping experience to local consumers.
- Su-Pa-De-Pa was opened by A.S. Watson in 2012 as an all-in-one supermarket/department store inside the Domain shopping mall in Yau Tong. “Su-Pa” and “De-Pa” are the Japanese words for “supermarket” and “department store” respectively.
- Gourmet Food Hall and Great Food Hall are the premium retail brands within A.S. Watson’s portfolio that are located in prime areas of Hong Kong. The target consumers for these retail brands are affluent local & expatriate consumers. The two brands provide a wider selection of premium imported Western products than the other A.S. Watson supermarket brands.
- Food le Parc is the latest addition to A.S. Watson’s portfolio currently with two stores at Cheung Kong Centre and Taikoo Place. Food le Parc offers a refreshed shopping experience with its electronic shelf labels and self-checkout counters. Along with Gourmet Food Hall and Great Food Hall, Food le Parc stores have allocated dedicated areas for organic & natural products.

### Australian products available at this retailer:
- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionery, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

### Selected store information

**Great Food Hall**

- **Address:** Basement, Two Pacific Place, Queensway, Hong Kong
- **Business Hours (Daily):** 10:00-22:00

A.S. Watson has been partnering with British company Waitrose for over 20 years to exclusively offer their range of products to Hong Kong consumers. A. S. Watson also imports food and beverage products from Groupe Casino in France and Woolworths in Australia.

<table>
<thead>
<tr>
<th>Supermarket Brand</th>
<th>No. of Stores</th>
<th>Positioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ParknShop</td>
<td>149</td>
<td>Mass</td>
</tr>
<tr>
<td>Fusion</td>
<td>63</td>
<td>Medium - High</td>
</tr>
<tr>
<td>International</td>
<td>14</td>
<td>Medium - High</td>
</tr>
<tr>
<td>Taste</td>
<td>14</td>
<td>Medium - High</td>
</tr>
<tr>
<td>Gourmet Food Hall</td>
<td>2</td>
<td>Premium</td>
</tr>
<tr>
<td>Food le Parc</td>
<td>2</td>
<td>Premium</td>
</tr>
<tr>
<td>Great Food Hall</td>
<td>1</td>
<td>Premium</td>
</tr>
<tr>
<td>Su-Pa-De-Pa</td>
<td>1</td>
<td>Medium - High</td>
</tr>
</tbody>
</table>
Sogo

SOGO Hong Kong is owned and operated by Hong Kong listed company Lifestyle International Holdings Limited, with two branches in Causeway Bay and Tsim Sha Tsui. SOGO has established itself as an iconic Japanese-style all-in-one department store in Hong Kong with a supermarket at the basement level of the store. The supermarket section offers a wide range of high-end food & beverage products including a meat & seafood corner, a wine section and a fresh fruit & vegetables area. SOGO hosts country-themed promotions at its stores regularly. SOGO’s department store and supermarket are popular destinations for visiting tourists.

| No. of Stores | 2 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
SOGO Supermarket

Address:
SOGO Department Store B1/F, 555 Hennessy Road, Causeway Bay, Hong Kong

Business Hours:
10:00-22:00 (Sun-Thu, Public Holidays)
10:00-22:30 (Fri-Sat, Day before Public Holidays)

Australian products available in this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh fruits, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

Mark & Spencer

British retailer Marks & Spencer operates over 1,400 stores worldwide and first expanded to Hong Kong in 1988. Marks & Spencer offers a range of food products in addition to its comprehensive range of clothes, beauty products and home accessories. In January 2018, Marks & Spencer sold its Hong Kong operations to its Dubai-based longstanding franchise partner Al-Futtaim. With over 30 years of history in Hong Kong, Marks & Spencer is recognised by local consumers as a reliable supplier of imported food & beverage products. Marks & Spencer also operates two stores in Macau.

| No. of Stores | 20 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Marks & Spencer Central Tower

Address:
Basement, Central Tower, 22-28 Queen’s Road Central, Central

Business Hours (Daily):
08:00-22:00

Australian products available in this retailer:
Fresh vegetables, Fresh fruits, Wine

City’Super

City Super Limited (City’Super) is a premium supermarket and retail chain based in Hong Kong with three major brandings – City’Super, CookedDeli by City’Super and LOG-ON. City’Super was established in 1996 and is now majority owned by local knitwear manufacturer Fenix Group and property developer Wharf Group. Many of the imported food products are only available in City’Super under an exclusive agreement. All of the City’Super branches are advantageously located inside first-tier shopping malls and frequently visited by tourists travelling to Hong Kong. The company also manages 3 in Shanghai and 6 in Taiwan respectively.

| No. of Stores | 4 |
| Positioning | Premium |
| Target Customer | Local & Expat |

Selected store information
City’Super Harbour City

Address:
Gateway Arcade Level 3, Shop 3001, Harbour City, Tsim Sha Tsui

Business Hours:
10:00-22:00 (Sun-Thu, Public Holidays)
10:00-22:30 (Fri-Sat, Day before Public Holidays)

Australian products available in this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

City’Super

City Super Limited (City’Super) is a premium supermarket and retail chain based in Hong Kong with three major brandings – City’Super, CookedDeli by City’Super and LOG-ON. City’Super was established in 1996 and is now majority owned by local knitwear manufacturer Fenix Group and property developer Wharf Group. Many of the imported food products are only available in City’Super under an exclusive agreement. All of the City’Super branches are advantageously located inside first-tier shopping malls and frequently visited by tourists travelling to Hong Kong. The company also manages 3 in Shanghai and 6 in Taiwan respectively.

| No. of Stores | 4 |
| Positioning | Premium |
| Target Customer | Local & Expat |

Selected store information
City’Super Harbour City

Address:
Gateway Arcade Level 3, Shop 3001, Harbour City, Tsim Sha Tsui

Business Hours:
10:00-22:00 (Sun-Thu, Public Holidays)
10:00-22:30 (Fri-Sat, Day before Public Holidays)

Australian products available in this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

Selected store information
Marks & Spencer Central Tower

Address:
Basement, Central Tower, 22-28 Queen’s Road Central, Central

Business Hours (Daily):
08:00-22:00

Australian products available in this retailer:
Fresh vegetables, Fresh fruits, Wine

Sogo

SOGO Hong Kong is owned and operated by Hong Kong listed company Lifestyle International Holdings Limited, with two branches in Causeway Bay and Tsim Sha Tsui. SOGO has established itself as an iconic Japanese-style all-in-one department store in Hong Kong with a supermarket at the basement level of the store. The supermarket section offers a wide range of high-end food & beverage products including a meat & seafood corner, a wine section and a fresh fruit & vegetables area. SOGO hosts country-themed promotions at its stores regularly. SOGO’s department store and supermarket are popular destinations for visiting tourists.

| No. of Stores | 2 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
SOGO Supermarket

Address:
SOGO Department Store B1/F, 555 Hennessy Road, Causeway Bay, Hong Kong

Business Hours:
10:00-22:00 (Sun-Thu, Public Holidays)
10:00-22:30 (Fri-Sat, Day before Public Holidays)

Australian products available in this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Milk, Baby foods & drinks, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine
DCH Food Mart

Dah Chong Hong (DCH) Holdings is an integrated food and fast moving consumer good (FMCG) trading company that is involved in food manufacturing, importation, distribution and retailing in Hong Kong. DCH established their subsidiary, DCH Food Mart, in 1985 to provide direct retailing of frozen meat, seafood, fresh fruit & vegetables and daily groceries. In 2007, DCH developed the DCH Food Mart Deluxe branches to offer quality food products to the middle class segment and have become a market leader among frozen food specialty chain stores in Hong Kong.

<table>
<thead>
<tr>
<th>No. of Stores</th>
<th>51</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Medium - High</td>
</tr>
<tr>
<td>Target Customer</td>
<td>Mainly local</td>
</tr>
</tbody>
</table>

Selected store information

**DCH Food Mart**

Address:
Shop G1-3, 15 Canal Road West, Wan Chai

Business Hours (Daily):
08:30-21:30

Australian products available at this retailer:
Beef, Pork, Chicken, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Cereal & oatmeal, Canned seafood, Healthy snacks, Condiment & sauce, Honey, Rice

YATA Limited

YATA is a department store and supermarket chain previously operated by Japanese-owned Seiyu Group. It was acquired by Hong Kong developer Sun Hung Kai Properties in 2005 and has since actively expanded in Hong Kong. YATA promotes itself as a modern Japanese lifestyle destination with over half of its products imported from Japan. It also offers high quality imported meat, seafood and horticulture products from Australia, Canada, New Zealand, Taiwan, Korea, UK and the USA. YATA organises regular country-themed promotions and a Thankful Week promotion every year. YATA Shatin and Mong Kok are also well-positioned to service visiting Chinese tourists.

<table>
<thead>
<tr>
<th>No. of Stores</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Medium - Premium</td>
</tr>
<tr>
<td>Target Customer</td>
<td>Mainly local</td>
</tr>
</tbody>
</table>

Selected store information

**YATA Mong Kok**

Address:
Level 5, MOKO Shopping Mall, 193 Prince Edward Road West, Mong Kok

Business Hours (Daily):
10:00-22:00

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Milk, Baby foods & drinks, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Beer, Wine
AEON

AEON Stores (Hong Kong) Co., Ltd. was established in Hong Kong in 1987 and listed on the Hong Kong Stock Exchange in 1994. AEON Hong Kong is one of the international businesses under Japan-based AEON Co., Ltd.. It operates 11 supermarkets, 55 “Living Plaza by Aeon” lifestyle stores, 8 “Bento Express by AEON” takeaway stalls and 6 “La Bohéme” bakery shops. In 2017 two Hong Kong AEON stores were upgraded to high-end branches.

| No. of Stores | 11 |
| Positioning   | Medium - High |
| Target Customer | Mainly local |

Selected store information

AEON Style Kornhill

Address: Kornhill Plaza (South), 2 Kornhill Road, Quarry Bay, Hong Kong

Business Hours (Daily): 10:00-22:30

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Milk, Baby foods & drinks, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine

APITA & UNY

APITA and UNY are two retailer brands operated by Unicorn Stores (HK) Ltd., and owned by Hong Kong real estate developer Henderson Investment Ltd. The first APITA store was first opened in Cityplaza shopping mall in 1985, and later expanded to Lok Fu in Kowloon side of Hong Kong.

| No. of Stores | 2 |
| Positioning   | Medium - High |
| Target Customer | Mainly local |

Selected store information

APITA CityPlaza

Address: B1-G/F, CityPlaza, 18 Tai Koo Shing Road, Quarry Bay

Business Hours (Daily): 10:00-22:30

Australian products available at this retailer:
Beef, Pork, Chicken, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Milk, Baby foods & drinks, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine

759 Store

759 Store is a Hong Kong food & beverage chain store first established in 2010 by Hong Kong listed company CEC International Holdings Limited. It went through rapid expansion to over 290 stores in 2016 and went through consolidation to just over 180 stores as of April 2019. 759 Stores is famed for its wide selection of reasonably priced Japanese snack food & confectionaries. It also imports frozen and ambient food from other countries to expand its offerings.

| No. of Stores | 182 |
| Positioning   | Mass - Medium |
| Target Customer | Mainly local |

Selected store information

759 Store Wan Chai

Address: Shop B & C, G/F, The Hennessy, 256 Hennessy Road, Wan Chai

Business Hours (Daily): 08:00-24:00

Australian products available at this retailer:
Beef, Pork, Chicken, Fish, Dried fruit & nuts, Milk, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine

U Select by Tesco

U Select by Tesco is a supermarket chain jointly ventured by the China Resources Vanguard and Tesco established in 2015. A large portion of their products sold in the store are provided by British grocery supplier Tesco. U Select by Tesco is the sister-brand for CR Vanguard, however the two brands have slightly different positioning and product pricing. China Resources Vanguard operates over 50 supermarkets in Hong Kong in total.

| No. of Stores | 37 |
| Positioning   | Mass - Medium |
| Target Customer | Mainly local |

Selected store information

U Select by Tesco

Address: Shops No.2 & 7, G/F, Causeway Centre, 28 Harbour Road, Wan Chai

Business Hours (Daily): 08:00-22:00

Australian products available at this retailer:
Beef, Pork, Chicken, Fish, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Milk, Baby foods & drinks, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine
Yue Hwa Chinese Product Emporium

Yue Hwa Chinese Product Emporium is a traditional Chinese department store first established in 1959 in Hong Kong. Yue Hwa’s 80,000 square foot flagship department store was opened in 1976 in Jordan. It remains as an iconic retail location famed for its high quality Chinese consumer products. The supermarket section of the store offers a range of ambient, fresh and frozen products imported from around the world. Yue Hwa currently operates in 13 locations in Hong Kong and also 5 in Singapore.

| No. of Stores | 13 |
| Positioning   | Mass - Medium |
| Target Customer | Mainly local |

Selected store information
Yue Hwa Main Store

Address:
B1/F, Yue Hwa Main Store, 301-309 Nathan Road, Kowloon

Business Hours (Daily):
10:00-22:00

Australian products available at this retailer:
Beef, Chicken, Fresh fruits, Dried fruit & nuts, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Honey
Kai Bo Food Supermarket

Kai Bo Food Supermarket (Kai Bo) is a retail chain established by Mr Lam Hiu-Ngai in 1991. Kai Bo specialises in the retailing of fresh & frozen meat, frozen seafood, fresh fruits & vegetables products. Kai Bo imports 90 per cent of its products directly. Most of its frozen products are sourced from South America and United States; its fresh products are mainly sourced from the Mainland China. Kai Bo’s pork is supplied from freshly slaughtered local and Mainland Chinese pigs.

| No. of Stores | 93 |
| Positioning | Mass |
| Target Customer | Mainly local |

Selected store information
Kai Bo Food Supermarket

Address:
Shop A, G/F, Fu Yuen Building, 20C & D Spring Garden Lane, Wan Chai, HK
Business Hours (Daily):
07:00-20:00

Australian products available at this retailer:
Beef, Lamb, Dried fruit & nuts, Canned seafood, Honey, Rice, Wine

BestMart 360°

BestMart 360° was first founded in 2013 with a store in Sheung Shui to target cross-border tourists from Mainland China. As of 2019, it has developed into a designated snack chain store with over 85 stores around Hong Kong. It offers a wide range of trendy ambient food & beverage products imported from Japan, Taiwan, Korea, the USA, Canada, Australia and Europe. BestMart 360° was listed on the Hong Kong Stock Exchange in January 2019.

| No. of Stores | 85 |
| Positioning | Mass |
| Target Customer | Mainly local |

Selected store information
BestMart 360°

Address:
Shop No. 384, G/F, Harmony Mansion, 380-394 Hennessy Road, Wan Chai
Business Hours (Daily):
09:30-23:00

Australian products available at this retailer:
Dried fruit & nuts, Milk, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Wine

PrizeMart

PrizeMart is a local retail chain with a core focus on ambient food and household goods though, frozen products are also offered in some selected branches. PrizeMart offers a range of reasonably-priced OEM and bulk-buy products such as confectionery, condiments, rice & pasta and bottled beverages.

| No. of Stores | 34 |
| Positioning | Mass |
| Target Customer | Mainly local |

Selected store information
PrizeMart Hennessy Road

Address:
Shop No. 218, G/F, 218 Hennessy Road, Wan Chai
Business Hours:
08:00-20:00 (Mon - Fri)
08:30-21:30 (Sat - Sun)

Australian products available at this retailer:
Dried fruit & nuts, Cereal & oatmeal, Confectionary, Chips & biscuits, Healthy snacks, Honey

CR Vanguard

CR Vanguard is the main food retail division operated by China Resources Vanguard. China Resources Group is a Chinese State-owned enterprise and a Fortune Global 500 Enterprise. China Resources Vanguard opened its first store in Mainland China in 1991 and has reached over 242 cities in 29 provincial regions in China including Beijing, Guangdong, Jiangsu, Shanghai, Tianjin and Zhejiang. China Resources Vanguard operates several retail brands in Mainland China, Hong Kong and Macau including CR Vanguard, VanGo, CR Care, Pacific Coffee, Chinese Arts & Crafts, Voi_la! And Viva.

| No. of Stores | 14 |
| Positioning | Mass |
| Target Customer | Mainly local |

Selected store information
CR Vanguard

Address:
Shops No.2, G/F, Fortis Bank Tower, 77-79 Gloucester Road, Wan Chai
Business Hours (Daily):
07:30-22:00

Australian products available at this retailer:
Beef, Chicken, Fish, Fresh fruits, Dried fruit & nuts, Canned seafood, Honey, Rice, Wine

Understanding the food and beverage retailers in Hong Kong and Macau
1.2 Convenience Stores

There are over 1,300 convenience stores operating around the clock in Hong Kong, providing limited choices of food & beverage products for immediate consumptions. 7-Eleven consistently leads the convenience stores category with its extensive network of stores throughout Hong Kong.

7-Eleven

7-Eleven Hong Kong was established since 1981 and is the largest convenience store chain in Hong Kong. Dairy Farm International Holdings Ltd. is the licence owner for 7-Eleven in Hong Kong, overseeing product selection and franchisee training for this market. In addition to the provision of international food & beverage products, 7-Eleven Hong Kong has also introduced the 7-Signature products imported from Japan. Dairy Farm International Holdings has also licensed 51 7-Eleven franchises in Macau, the first opening in 2005.

Circle K

Circle K is an international convenience store chain with branches in the USA, Asia and Latin America. Circle K was first established in Hong Kong in 1985 by Li & Fung Retailing and are now owned and operated by Li & Fung Limited's subsidiary - Convenience Retail Asia Limited. Convenience Retail Asia Limited also operates 33 Circle K stores in Macau and 17 stores in the Pearl River Delta under sub-franchised arrangements.

| No. of Stores | 354 |
| Positioning   | Mass - Medium |
| Target Customer | Local & Expat |

Opportunities for Australian exporters:
Confectionary, Chips & biscuits, Healthy snacks, Dried fruit & nuts, Milk, Yoghurt, Oatmeal cups, Frozen confectionary, Bottled beverage, Wine, Beer

VanGO (V<GO)

VanGO is a convenience store chain owned by China Resources’ subsidiary CR Vanguard. The first VanGO was set up in Shenzhen in 2007. In addition to CR Vanguard and VanGO, CR Vanguard also operates a range of retail brands in Mainland China, Hong Kong and Macau such as Suguo, Ole’, bit, V+, Tesco Express and Voi_1a1.

| No. of Stores | 45 |
| Positioning   | Mass - Medium |
| Target Customer | Local & Expat |

Opportunities for Australian exporters:
Confectionary, Chips & biscuits, Healthy snacks, Dried fruit & nuts, Milk, Yoghurt, Oatmeal cups, Frozen confectionary, Bottled beverage, Wine, Beer

1.3 Gourmet & Specialty Stores

Consumer demands in Hong Kong are increasingly sophisticated, which are driving the growth of specialised food & beverage retailers in Hong Kong. There are three main types of gourmet & specialty stores in Hong Kong, Meat & Seafood, Healthy & Organic and Wine & Spirits.

1.3.1 Meat & Seafood Stores

A number of specialty stores in Hong Kong are positioning themselves as dedicated retailers of premium imported meat and seafood. Some have established relationships with food & beverage suppliers from selected countries to have more direct access to high quality food supply.

Ocean Three

Ocean Three Development Limited (Ocean Three) started as an online retailer of fresh oysters in 2009, and soon developed into a seafood and meat retailer with 8 locations in Hong Kong. Ocean Three sources fresh oysters directly from France, Australia, Ireland, Scotland and USA. The company also offers a range of frozen meat, frozen seafood, cold cuts, wines and condiments.

| No. of Stores | 8 |
| Positioning   | Medium - High |
| Target Customer | Mainly Local |

Selected store information
Ocean Three Wan Chai

Address:
The Zenith, 2 Wan Chai Road, Wan Chai

Business Hours (Daily):
11:00-20:00

Australian products available at this retailer:
Beef, Fish, Shellfish

Opportunities for Australian exporters:
Confectionary, Chips & biscuits, Healthy snacks, Dried fruit & nuts, Milk, Yoghurt, Oatmeal cups, Frozen confectionary, Bottled beverage, Wine, Beer
Understanding the food and beverage retailers in Hong Kong and Macau

### FoodWise Hong Kong

FoodWise is a local chain store with 7 locations in Hong Kong that brings high quality and healthy products to middle class consumers in Hong Kong. FoodWise imports food and beverage items directly from Australia, United States, United Kingdom, Canada, Spain, Italy, Japan, South Africa, Poland and others. Its major supplying categories include frozen meat, wine, groceries and baby products.

| No. of Stores | 7 |
| Positioning | Medium - High |
| Target Customer | Mainly Local |

### Selected store information

#### FoodWise Sai Ying Pun

**Address:**
Shop A, G/F, Kwai Cheong Building, No. 234-242A, Des Voeux Road West, Hong Kong

**Business Hours (Daily):** 08:00-22:30

**Australian products available at this retailer:**
- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yogurt, Bakery items, Seeds & superfood, Cereal & oatmeal, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Juice, Cider, Beet, Wine

#### Pacific Gourmet

Pacific Gourmet operates three offline stores and an online store to provide a range of imported food and beverage products to consumers. Its portfolio includes major meat items, chilled and frozen seafood, cheese, fruit & vegetables, condiments, delicatessen and wines. Its chilled meat and seafood are imported from Australia and Norway. Pacific Gourmet stores are located in residential areas with large expatriate populations who are looking for high quality food & beverage products.

| No. of Stores | 3 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

### Selected store information

#### Pacific Gourmet

**Address:**
53 Caine Road, Mid Levels, Hong Kong

**Business Hours:**
- 10:00-20:30 (Mon - Fri)
- 10:00-21:00 (Sat-Sun, Public Holidays)

**Australian products available at this retailer:**
- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Cheese, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Juice, Cider, Beet, Wine

#### Feather and Bone

Feather and Bone offers a wide range of Australian food and beverage products through its 7 retail stores and online store. Feather and Bone’s butchery provides premium cuts of Australian meat and a personalised dry-ageing service for 21 to 45 days at their stores. The company offers meat, seafood, fruit & vegetables, cheese and groceries imported from Australia, Europe and the US. It also operates 4 restaurants at its Happy Valley, Sai Ying Pun, Wanchai and Mid–Levels branches.

| No. of Stores | 5 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

### Selected store information

#### Feather and Bone Central

**Address:**
1/F, 16 Wyndham Street, Central

**Business Hours (Daily):** 11:00-20:00

**Australian products available at this retailer:**
- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Cheese, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Juice, Cider, Beet, Wine

### JustGreen

JustGreen is a leading retailer of healthy, natural and organic products established in Hong Kong. JustGreen offers over 10,000 items of food & beverage, personal care, pet care and household items with unique offerings such as superfood, raw food, dairy free, gluten free and paleo products. It also owns exclusive distribution rights of various premium brands and handles wholesale distribution to restaurants, hotels, fitness centres, offices and other retailers.

| No. of Stores | 8 |
| Positioning | Premium |
| Target Customer | Local & Expat |

### Selected store information

#### JustGreen Central

**Address:**
1/F, 16 Wyndham Street, Central

**Business Hours (Daily):** 11:00-20:00

**Australian products available at this retailer:**
- Beef, Chicken, Dried fruit & nuts, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Healthy snacks, Honey, Juice, Non-dairy milk substitutes

#### GreenCommon

Green Common is a plant-based food and beverage concept store established in 2012 by Hong Kong-based social enterprise Green Monday. Green Common is committed to offering a range of meatless, cruelty-free, healthy and fair-trade products through its retail shops. Green Common cafes and its e-commerce site. Green Common is also the Hong Kong importer/wholesaler of a range of Food 2.0 plant-based products from Beyond Meat, Omni Pork, Gardein, and Just.

| No. of Stores | 7 |
| Positioning | Premium |
| Target Customer | Local & Expat |

### 1.3.2 Healthy and Organic Stores

There is a steady growth of retail stores specialising in the natural and organic segment. These stores provide a variety of superfood, organic and plant-based proteins to Hong Kong consumers. JustGreen, Green Common, and Just are the leading retailers in this segment. JustGreen offers over 10,000 items of food & beverage, personal care, pet care and household items with unique offerings such as superfood, raw food, dairy free, gluten free and paleo products. It also owns exclusive distribution rights of various premium brands. Green Common is a plant-based food and beverage concept store established in 2012 by Hong Kong-based social enterprise Green Monday. Green Common offers a range of meatless, cruelty-free, healthy and fair-trade products through its retail shops. Green Common cafes and its e-commerce site. Green Common is also the Hong Kong importer/wholesaler of a range of Food 2.0 plant-based products.
Selected store information

Green Common & Kind Kitchen

Address:
Shop 1, 1/F, Nan Fung Place, 173 Des Voeux Road, Central

Business Hours (Daily):
11:00-21:30

Australian products available at this retailer:
Dried fruit & nuts, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Healthy snacks, Non-dairy milk substitutes

Green Dot Dot

Green Dot Dot is a healthy organic retail chain that provides food & beverage products from Australia, Canada, USA, New Zealand, Taiwan, Mainland China and Europe. Products available at Green Dot Dot are typically non-GMO, with no artificial colouring, little to no pesticides, no chemical fertiliser and no preservatives. Green Dot Dot operates 23 retail stores at residential areas and major train stations, as well as 26 points-of-sale at supermarkets and department stores.

Organic Plus

Organic Plus is a retailer and importer of healthy, organic and environmentally-friendly products. It has been recognised by the Hong Kong Organic Resource Centre for “Quality Organic Retailer” awards from 2014 to 2018. Organic Plus provides a comprehensive range of organic food & beverage products including frozen meat, processed food, supplement, probiotics, baby food & baby formula, wines and non-alcoholic beverages. Organic Plus also offers speciality products that are gluten-free, non-GMO, dairy-free, non-hydrogenated oils and chemical-free.

No. of Stores
23
Positioning
Medium - High
Target Customer
Local & Expat

Selected store information

Great Dot Dot

Address:
G/F, Fat Cheong Building, 63 A, Electric Road, North Point, Hong Kong

Business Hours (Daily):
11:00-20:30

Australian products available at this retailer:
Beef, Chicken, Fish, Dried fruit & nuts, Seeds & superfood, Cereal & oatmeal, Healthy snacks, Honey

Organic Plus Central

Address:
G/F, 79 Caine Road, Central, Hong Kong

Business Hours (Daily):
10:30-20:30

Australian products available at this retailer:
Chicken, Dried fruit & nuts, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Wine
1.3.3 Wine & Spirit Stores

Hong Kong is a major wine hub in Asia supported by a network of experienced wine merchants. Entry level to mid-range wines are readily available in local supermarkets and convenience stores. More sophisticated wine selections are offered at dedicated wine & spirit stores.

Watson’s Wine
Watson’s Wine operates under A. S. Watson Retail (HK) Limited and is the largest wine retailer in Hong Kong. Watson’s Wine opened its first retail shop in Central in 1998 and developed into a recognised retailer with 28 locations in Hong Kong and an online store. Watson’s Wine sources wine and spirits products directly from over 20 countries and over 2,000 products. There is a Fine Wine Room at each Watson’s Wine store that offers over 300 different vintages from the Old and New Worlds. Watson’s Wine also operates two branches in Macau and Shanghai respectively.

| No. of Stores | 28 |
| Positioning   | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Watson’s Wine – Century Square
Address: Shop 3, LG/F, Century Square, 1-13 D’Aguilar Street, Central, Hong Kong
Business Hours: 10:30-21:00 (Mon - Sat)
11:00-20:30 (Sun and Public Holidays)

Australian products available at this retailer:
Wine

Enoteca
Wine Shop Enoteca is a wine importer & retailer originating from Japan, with its first shop established in Hiroo, Tokyo in 1989. The company started to expand to Hong Kong in 2008, and established branches in Shanghai and Singapore in 2010. Enoteca was privatised in 2011 and became a subsidiary of Asahi Group Ltd in 2015.

| No. of Stores | 7 |
| Positioning   | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Enoteca IFC Mall
Address: Shop 2001A, Podium Level 2, IFC Mall, 1 Harbour View Street, Central

Business Hours (Daily):
10:30-21:00

Australian products available at this retailer:
Wine

Ponti Wine Cellars
Ponti Wine Cellars was first established in 1988 with its first location at Shui Hing Department Store on Nathan Road. Ponti Wine Cellars is part of the Ponti International group that manages both food and wine wholesaling and retailing. Ponti Wine Cellars currently operates 4 branches in Hong Kong and a showroom in Singapore. It offers over 1,500 wines from major producing countries, the majority of which are shipped directly from the vineyards.

| No. of Stores | 4 |
| Positioning   | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Ponti Wine Cellars Central
Address: G/F, 18A, Stanley Street, Central
Business Hours: 10:30-20:00 (Mon - Sat)
10:30-19:30 (Sun & Public Holidays)

Australian products available at this retailer:
Wine

Wai Shing Wine & Spirits
Wai Shing Wine & Spirits (Wai Shing) is a long-standing local wine retailer established in 1968 in Hong Kong. Most of Wai Shing’s branches are located in New Territories, with a few branches in the Kowloon area. Wai Shing imports a variety of wine and spirits products directly from major producing regions from France, Australia and Chile. Wai Shing also manages wholesale distribution to a network of hotels, restaurants, supermarkets, bars and clubs.

| No. of Stores | 18 |
| Positioning   | Medium - High |
| Target Customer | Local & Expat |

Selected store information
Wai Shing Wine & Spirits
Address: Shop 431A, Level 4, MOKO, No. 193 Prince Edward Road West, Mongkok, Kowloon
Business Hours (Daily):
11:00-21:00

Australian products available at this retailer:
Wine

1.4 Wet Market & Local Grocery Stores

Wet markets, local groceries and hawkers are available in most Hong Kong neighbourhoods. These traditional local markets are popular among local consumers for daily grocery shopping of fresh fruit & vegetables, live seafood and fresh & chilled meat products. Distribution to these markets is mainly handled by local importers and intermediary wholesalers.

Selected store information
Causeway Bay Bowrington Road Wet Market
Address: 1-5 Bowrington Road, Wan Chai
Business Hours (Daily):
07:00-18:00
2. ONLINE RETAILERS

2.1 Supermarkets Online Stores

Several local supermarkets operate e-shops and B2C mobile applications to complement their physical store networks. These supermarkets offer in-store pick-up and speedy home delivery services with their in-house logistic teams. Some supermarket online stores are listed below.

- Aeon Hong Kong
  www.aeoncity.com.hk
- CitySuper
  https://online.citysuper.com.hk
- Great Food Hall
  www.greatfoodhall.com/eshop
- Market Place By Jason
  www.marketplacebyjasons.com
- ParknShop
  www.parknshop.com
- WatsonsMall
  www.watsonsmall.com
- Wellcome
  www.wellcome.com

2.2 E-commerce Platforms

E-commerce player HKTVmall is a major platform for online grocery shopping in Hong Kong. Other new e-commerce operators, such as, locally-established Ztore and Jou Sun are also expanding their local delivery capability.

HKTVmall
www.hktvmall.com

HKTVmall first came into operation in February 2015 in Hong Kong. It is one of the leading business-to-consumer e-commerce platforms. HKTVmall offers over 180,000 SKUs of food, consumer and lifestyle products from its inventory and over 2,700 local merchants. HKTVmall has invested in an Automated Pick & Pack System since the beginning of 2018 to increase their order-handling capability. It also operates over 50 physical stores in major residential areas to capture growing opportunities in the local O2O market.

| No. of Stores | 51 |
|Positioning | Medium - High |
|Target Customer | Local & Expat |

Selected store information
HKTVmall x HoKoBuy Concept Store

Address:
10/F, Windsor House, 311 Gloucester Road, Causeway Bay

Business Hours (Daily):
11:30-20:30

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Dried fruit & nuts, Eggs, Milk, Yoghurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood.
Ztore Hong Kong www.ztore.com

Ztore is a Hong Kong-based e-commerce start-up established in 2015. Ztore positions itself as an online retailer that offers access to local small & medium scale brands in addition to international food & beverage products. Ztore currently provides 10,000 items across several categories including food & beverage, personal care, baby & parents, home and pet care.

Australian products available at this retailer:
Milk, Condiment & sauce, Non-dairy milk substitutes, Beer, Wine

Jou Sun www.jousun.com

Jou Sun markets itself as an online farmers’ market that provides directly sourced and traceable products. Jou Sun manages product consolidation from different suppliers and arranges direct delivery to end consumers. The company currently partners with over 40 local suppliers and importers to offer next-day delivery of fresh, chilled, frozen and ambient food products. Several importers of Australian products have become Jou Sun vendors since its establishment in 2015.

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Eggs, Cheese, Seeds & superfood, Cereal & oatmeal, Canned seafood, Healthy snacks, Condiment & sauce, Honey, Beer, Wine
**FOOD RETAIL STORES IN MACAU**

Formerly a Portuguese colony, Macau became a special administrative region of the People’s Republic of China in December 1999. With a population of just over half a million, Macau imports most of its international food and beverage products through Hong Kong.

Macau is a well-known casino hub, with its annual gross revenue overtaking the Las Vegas strip as far back as 2007. The completion of the Hong Kong-Zhuhai-Macao Bridge in 2018 has facilitated increased tourism and efficient transportation between Macau and nearby regions.

A large portion of the imported food & beverage products are supplied to food service providers including hotels, restaurants, cafes, bars and clubs in Macau. The major food retail stores in Macau are ParknShop, Royal Supermarket, San Mui and the New Yaohan supermarket.

### 1. Supermarkets

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<th>Royal Supermarket</th>
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<tr>
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<tr>
<td>Target Customer</td>
<td>Mainly Local</td>
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</table>

**Selected store information Royal Supermarket**

Address: Avenida De Venceslau De Morais No: 181-183, Royal Group Building R/F

Business Hours (Daily): 09:30-23:00

**Australian products available at this retailer:**

- Beef, Lamb, Chicken, Fish, Shellfish, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Wine

<table>
<thead>
<tr>
<th>San Miu Supermarket</th>
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<tr>
<td>Target Customer</td>
<td>Mainly Local</td>
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</table>

**Selected store information San Miu Supermarket Limited**

Address: Rua Dos Mercadores, 35 R., dos Mercadores, Macau

Business Hours (Daily): 24 Hours

**Australian products available at this retailer:**

- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yogurt, Baby foods & drinks, Seeds & superfood, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

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<th>ParknShop Macau</th>
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<tr>
<td>Target Customer</td>
<td>Local &amp; Expat</td>
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</table>

**Selected store information ParknShop Macau**

ParknShop in Macau is a member of Hong Kong-based A.S. Watson Retail (HK) Limited, a wholly-owned subsidiary of CK Hutchison Holdings Limited. ParknShop caters more to middle-class expatriates by offering a range of Western products that are hard to find elsewhere in Macau. Product offerings in ParknShop Macau are similar to those in ParknShop Hong Kong.

<table>
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<tr>
<th>Vang Kei Hong Trading Company</th>
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<tr>
<td>Target Customer</td>
<td>Local &amp; Expat</td>
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</table>

**Selected store information Vang Kei Hong**

Address: Vang Kei Lda, Av Ouv. Aniaga Fortune Ten R/c C

Business Hours (Daily): 24 Hours

**Australian products available at this retailer:**

- Beef, Lamb, Pork, Chicken, Fish, Shellfish, Canned seafood, Wine
Cheang Chong Kei Frozen Food
Cheang Chong Kei Frozen Food has been in the food retail and wholesaling business for 30 years, supplying a range of frozen food products to hotels, restaurants and supermarkets. It supplies over 700 food items including chilled and frozen meat, frozen seafood and frozen processed food through its network of food service clients and the five retail locations. Its assortment ranges from discount to higher-end products.

| No. of Stores | 3 |
| Positioning | Multiple |
| Target Customer | Mainly Local |

Selected store information
Cheang Chong Kei Frozen Food
Address: Shop V, Edificio La Cheng Kok (bloco 3), R. de Tai Lin, Macau
Business Hours (Daily): 10:00-20:30

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Canned seafood

New Yaohan
New Yaohan is an all-in-one department store established in Macau in 1997. It was formerly the Yaohan Department Store operated by a Japanese firm in 1992 to 1997. New Yaohan department store has a large supermarket located on the 7th floor of its eight-storey building which carries a wide range of imported food & beverage items. New Yaohan is the only upscale department store in Macau and is a popular destination for both local consumers and visitors.

| No. of Stores | 1 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
New Yaohan
Address: Av. Doutor Mario Soares n°90, Macau
Business Hours (Daily): 10:30 – 22:00

Grand Mart
Grand Mart Supermarket positions itself as a Japanese lifestyle retail store located at the ground floor of the Grand Mart department store. Grand Mart offers a comprehensive range of imported horticulture, meat, seafood, dairy, baby products and basic grocery items targeting expatriates and middle class consumers.

| No. of Stores | 1 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Grand Mart
Address: G/f, N.200-212 Happy Valley, Estrada Governador Albano de Oliveira, Taipa, Macau
Business Hours (Daily): 10:00 – 22:30

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfod, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

Supreme Food Mart
Supreme Food Mart is an upscale food store introduced to Macau’s Taipa neighbourhood in 2013. Supreme Food Mart was originally a subsidiary of Royal Supermarket, and became an independent store in June 2017. Supreme Food Mart provides a wide range of high to premium positioned Westernised food and beverage products imported from various countries, its customer base including locals and expatriates living in Macau.

| No. of Stores | 1 |
| Positioning | High - Premium |
| Target Customer | Local & Expat |

Selected store information
Supreme Food Mart
Address: Rua de Évora 427, Macau
Business Hours (Daily): 10:00 – 22:00

Australian products available at this retailer:
Beef, Lamb, Pork, Chicken, Fish, Shellfish, Fresh vegetables, Fresh herbs, Fresh fruits, Dried fruit & nuts, Eggs, Milk & Cream, Cheese, Yoghurt, Baby foods & drinks, Seeds & superfod, Cereal & oatmeal, Canned seafood, Confectionary, Chips & biscuits, Healthy snacks, Condiment & sauce, Honey, Rice, Juice, Non-dairy milk substitutes, Beer, Wine

Dah Chong Hong Supermarket
Dah Chong Hong Supermarket is a food retailer managed by Macanese company Man Seng Group and currently operates 2 branches in Macau. The brand is associated with DCH Food Mart in Hong Kong but has slightly different branding. Man Seng Group is an importation company established in Macau since 1938. The company also operates a range of other food and beverage businesses Man Seng (frozen food showroom), Tak Sang Meat Industries (Poultry Production), Man Seng Siu Lap (Chinese preserved food factory) and Mamacare Babyland (speciality retail shop).

| No. of Stores | 2 |
| Positioning | Medium - High |
| Target Customer | Local & Expat |

Selected store information
Dah Chong Hong Supermarket
Address: 53-59A Avenida De Horta E Costa, Edificio Grand Oceania Macau
Business Hours (Daily): 08:00 – 21:00

Australian products available at this retailer:
Beef, Pork, Chicken, Fresh vegetables, Fresh fruits, Dried fruit & nuts, Eggs, Cereal & oatmeal, Canned seafood, Healthy snacks, Condiment & sauce, Honey, Rice
2. Convenience Stores

7-Eleven
The first 7-Eleven store in Macau was opened in 2005. 7-Eleven convenience stores in Macau are managed collectively with their Hong Kong stores by the Dairy Farm International Holdings Limited. There are over 50 outlets of 7-Eleven throughout Macau to provide a range of convenient food and beverage items.

<table>
<thead>
<tr>
<th>No. of Stores</th>
<th>51</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Mass - Medium</td>
</tr>
<tr>
<td>Target Customer</td>
<td>Local &amp; Expat</td>
</tr>
</tbody>
</table>

Opportunities for Australian exporters:
Confectionary, Chips & biscuits, Healthy snacks, Dried fruit & nuts, Milk, Yoghurt, Oatmeal cups, Frozen confectionary, Bottled beverage, Wine, Beer

Circle K
Convenience Retail Asia Limited operates 33 Circle K convenience stores in Macau under sub-franchise agreement. Circle K was originally founded in 1951 in Texas, USA, and currently owned by Alimentation Couche-Tard Inc. There are over 16,000 Circle K stores in 28 countries & regions worldwide. Circle K in Hong Kong and Macau are owned by Convenience Retail Asia Limited, a subsidiary of Li & Fung Retailing.

<table>
<thead>
<tr>
<th>No. of Stores</th>
<th>33</th>
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</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Mass - Medium</td>
</tr>
<tr>
<td>Target Customer</td>
<td>Local &amp; Expat</td>
</tr>
</tbody>
</table>

Opportunities for Australian exporters:
Confectionary, Chips & biscuits, Healthy snacks, Dried fruit & nuts, Milk, Yoghurt, Oatmeal cups, Frozen confectionary, Bottled beverage, Wine, Beer

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.

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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.gov.au