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Hong Kong Gen Z
Move, Discover, Spend and Pay in everyday life



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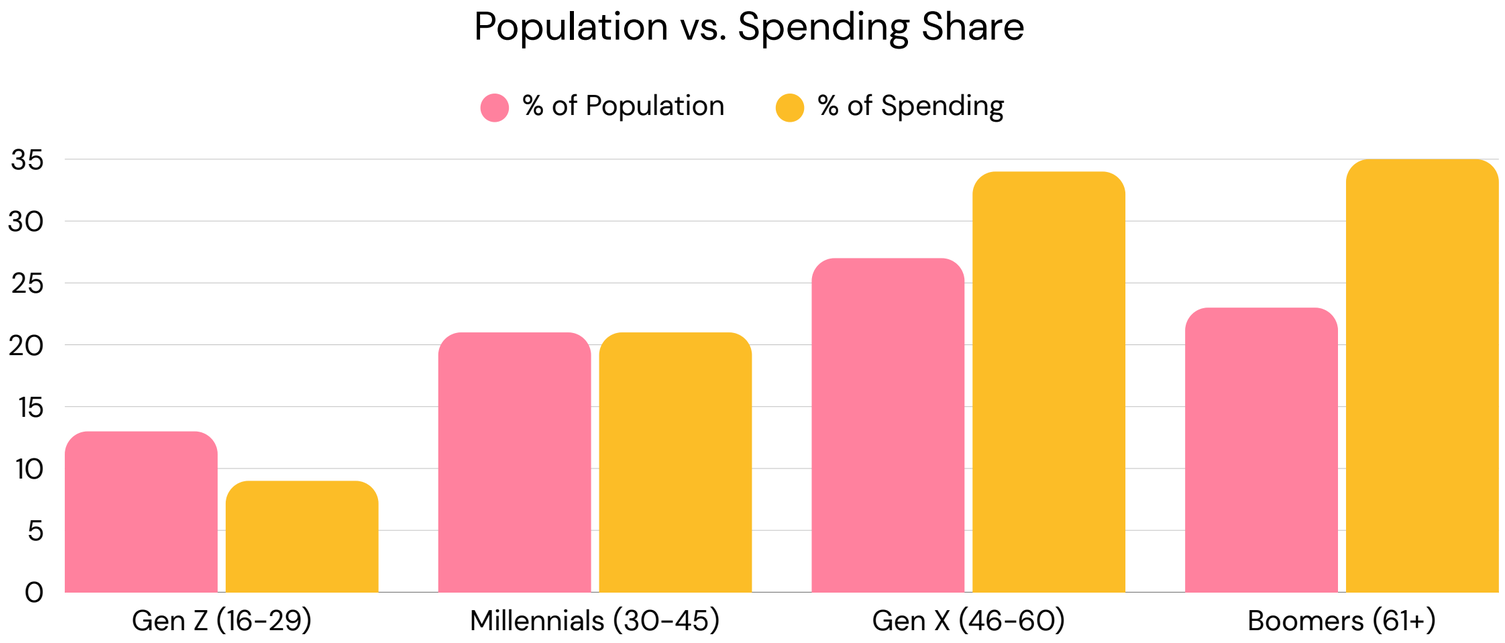
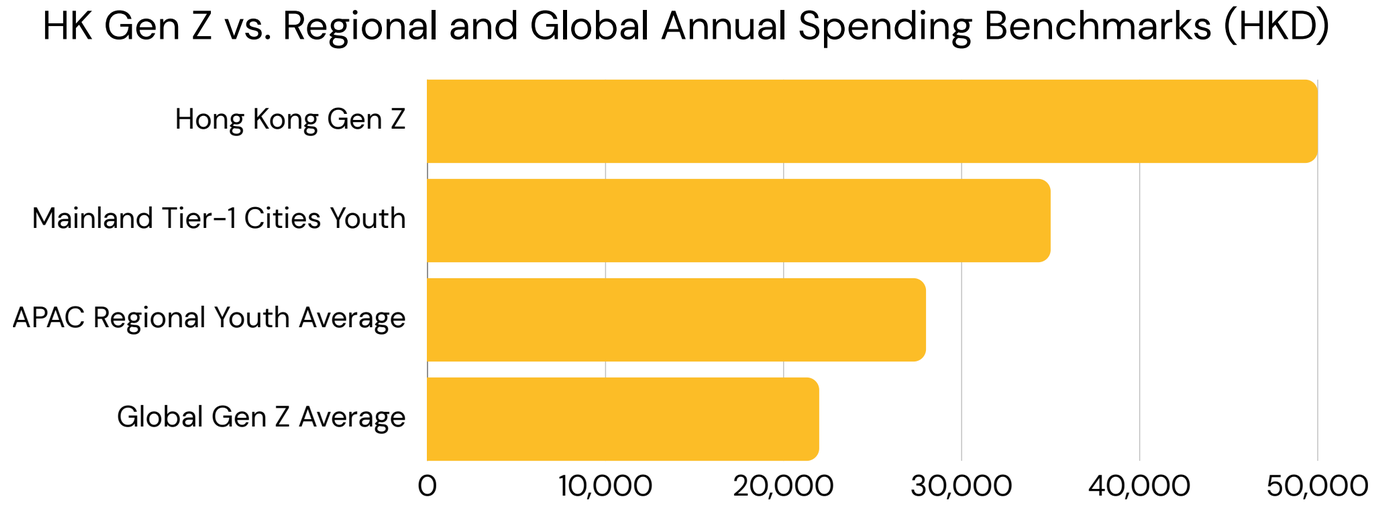
Hong Kong's Gen Z Consumer

13% of HK's Population is Driving $50B HKD in Annual Spending







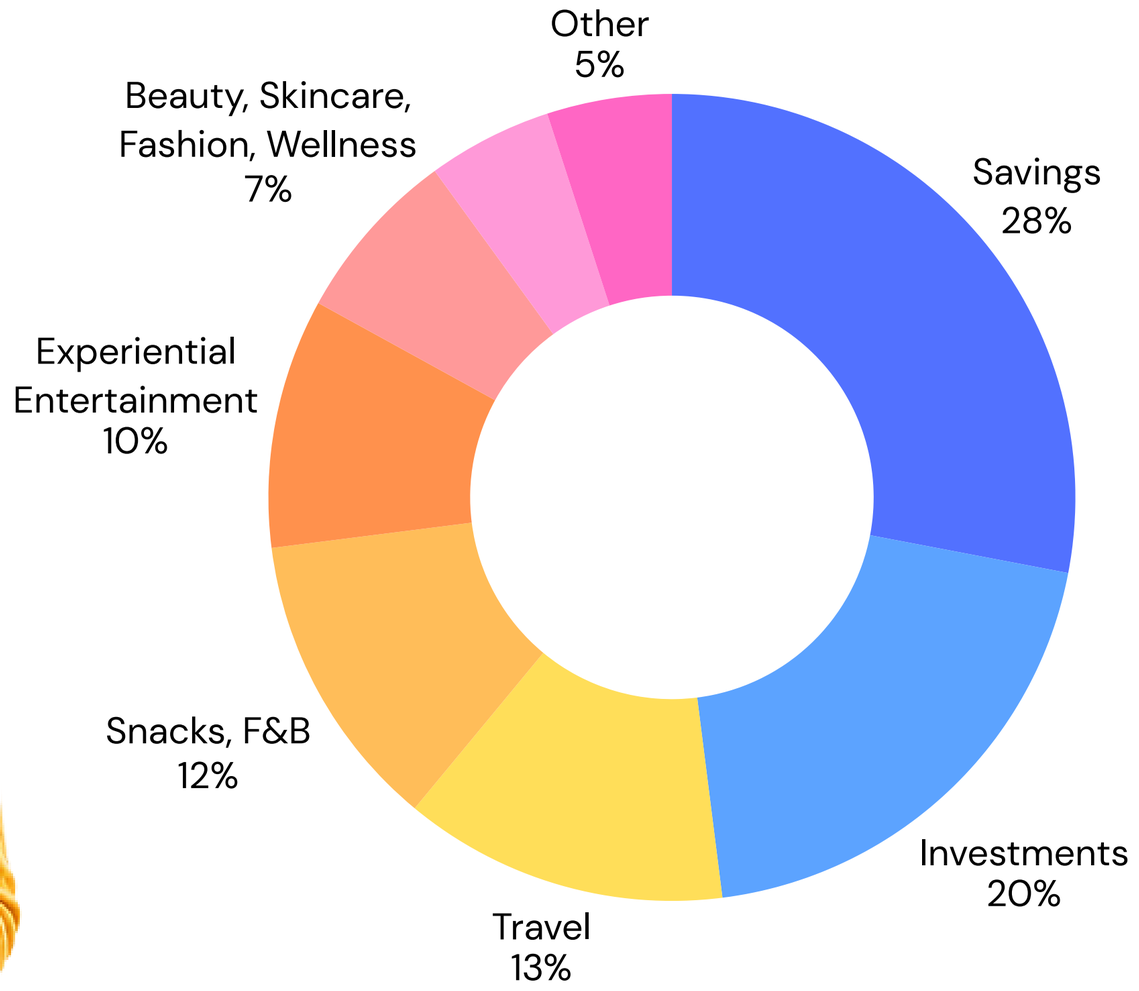
Sources: Hotmob Data 2026 Jun ; Census and Statistics Department (HK SAR)

48%

Gen Z Prioritizes **Investment**

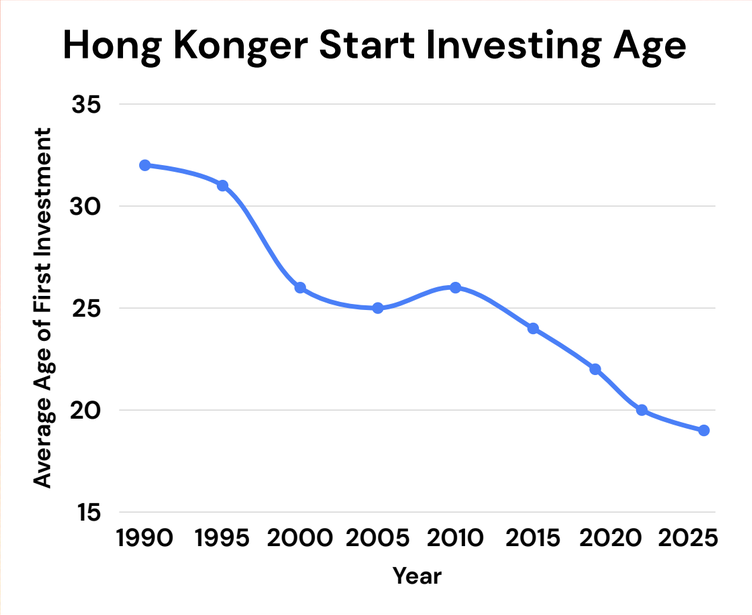


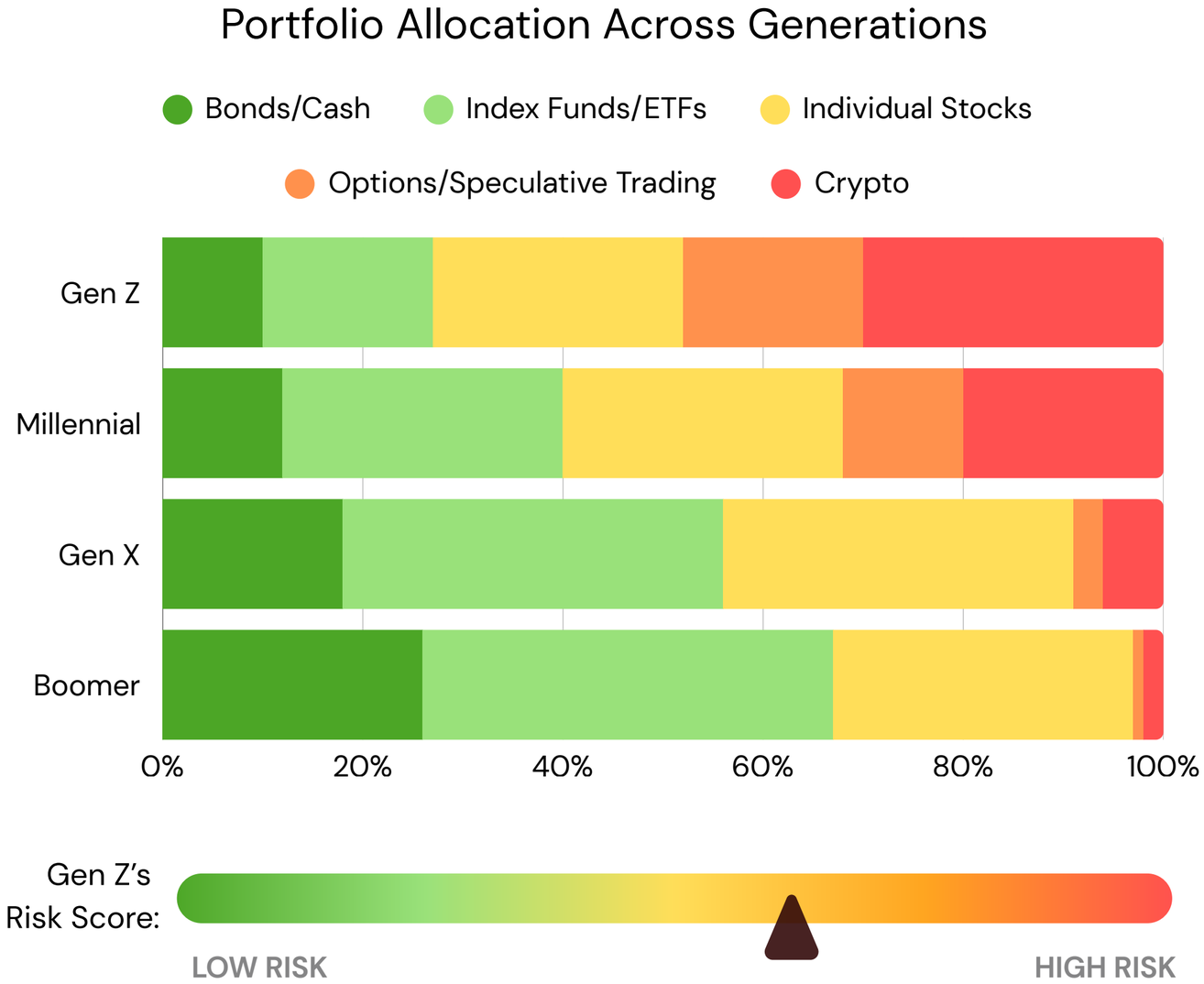
Average Total Monthly Spend



Source: "Gen Z Pulse" report by Publicis Groupe Hong Kong, GWI, and The Trade Desk

Gen Z is investing earlier and riskier than predecessors





Sources: World Economic Forum, FINRA, Schwab (2024 - 2026)

75%
of HK Gen Z travels
2-4X per year

Nearly three-quarters of Hong Kong's Gen Z travel at least twice a year, and more than a third do so every two to three months, spending an estimated annual **$35,000 HKD**

Top international destinations include:

1. 🇯🇵 Japan (Tokyo and Osaka)
2. 🇰🇷 South Korea (Seoul & Busan)
3. 🇹🇼 Taiwan (Taipei & Taichung)
4. 🇹🇭 Thailand (Bangkok & Chiang Mai)
5. 🇸🇬 Singapore



Source: Hotmob Data Signal 2026 Jun ; "Gen Z Pulse" report by Publicis Groupe Hong Kong, GWI, and The Trade Desk

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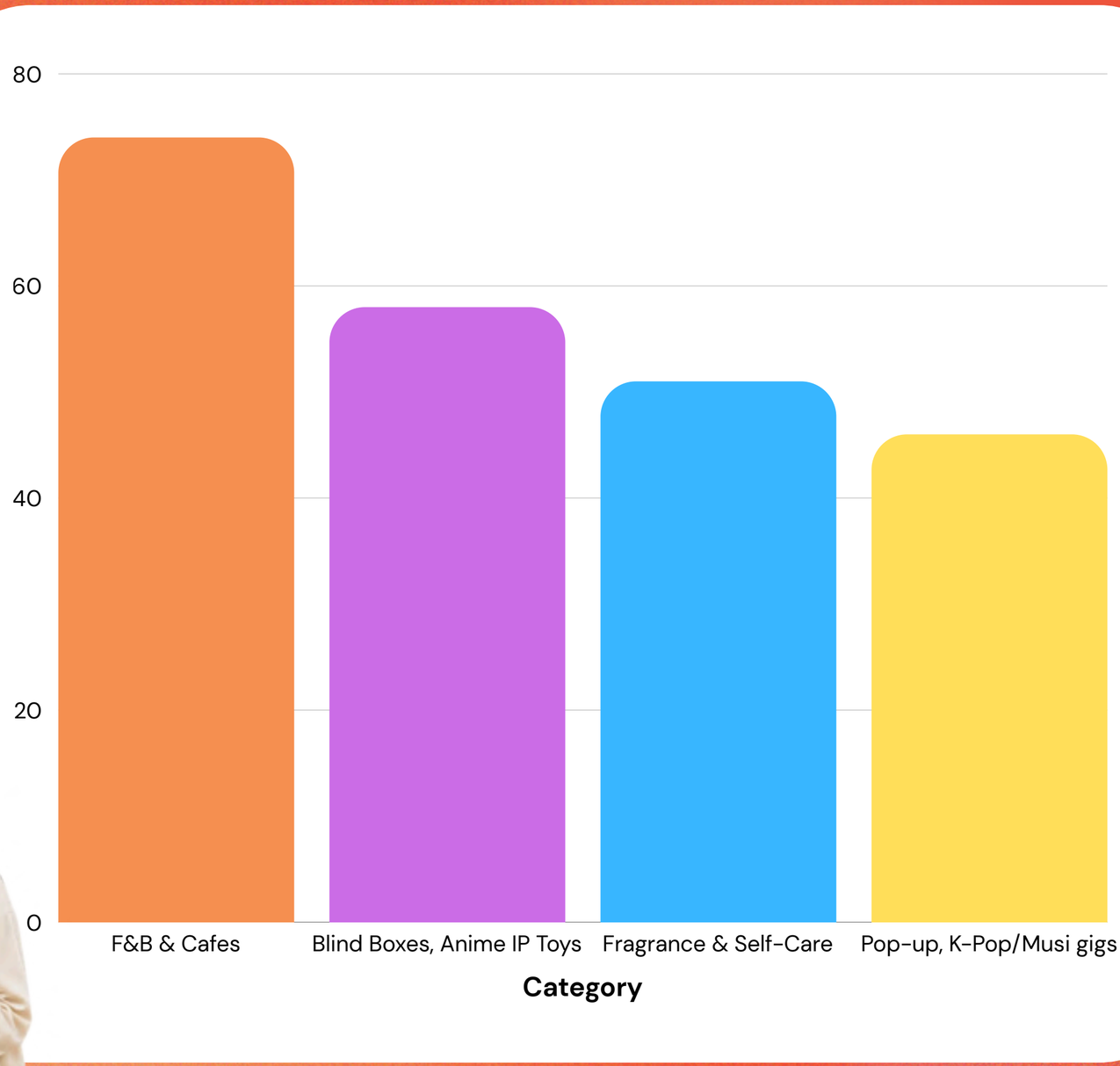
68%

HK Gen Z spends on "Micro-Luxuries" weekly as emotional stress relief





Sources: Hotmob Data 2026 Jun ; Census and Statistics Department (HK SAR)

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Turn Market Insights Into Measurable Results

Ready-to-use **Audience Groups** (Per Month)

- Trader & Investors: 260K
- FX /Multi-currency Interest Group: 80K
- Travel Lover: 670K
- Search For Credit Card: 110K
- College Education: 70K

Contact Us

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