Hong Kong Consumer Insights
Fitness & Wellness Landscape



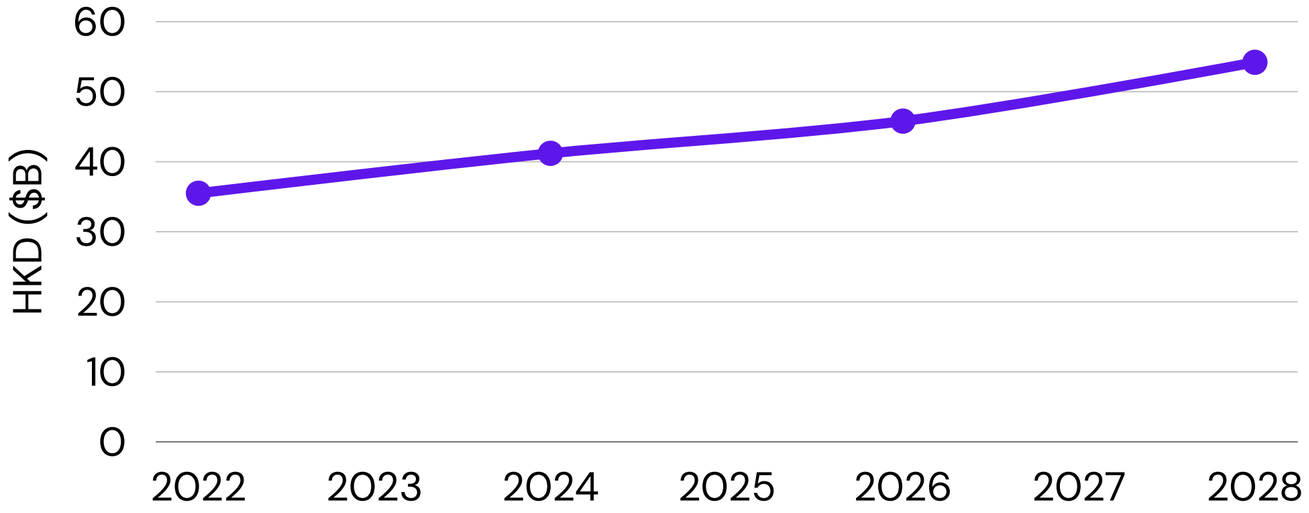
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Hong Kong Wellness Economy: Market Sizing & Macro Growth Outlook



Hong Kong's wellness economy

- Market growing at +8.7% CAGR toward 2028
- Essential Baseline Shifted from luxury to non-negotiable daily spend
- Key Drivers: CBD work stress and VHIS tax incentives

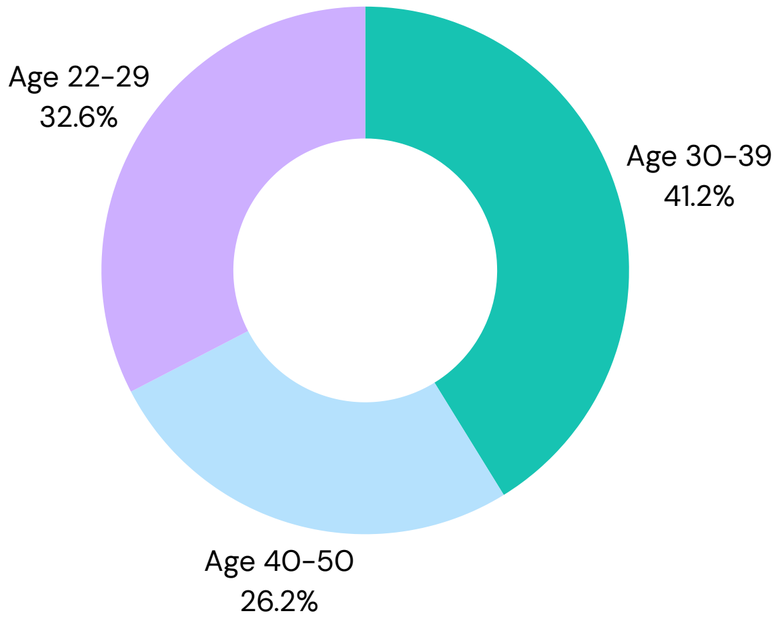


Sources: HK Census & Statistics Department (Health Habits & Sports Participation Reports), HK Trade Development Council (HKTDC), and Local Fitness Industry Survey Data.

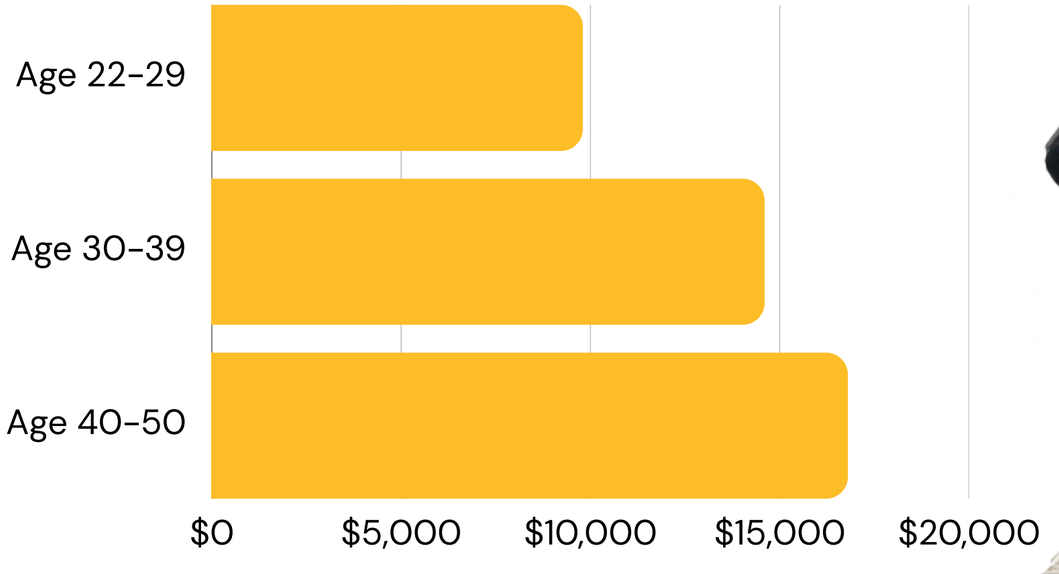
1.85M+ Active Participating in regular wellness activities

Over **41%** of Hong Kong's active health market is concentrated in the **30–39 age** bracket, forming the primary commercial engine for fitness, dining, and wellness brands.

Fitness & Wellness Population Age



Average Monthly Spending on Fitness & Wellness (By Age Group)





Sources: HK Census & Statistics Department (Health Habits & Sports Participation Reports), HK Trade Development Council (HKTDC), and Local Fitness Industry Survey Data.

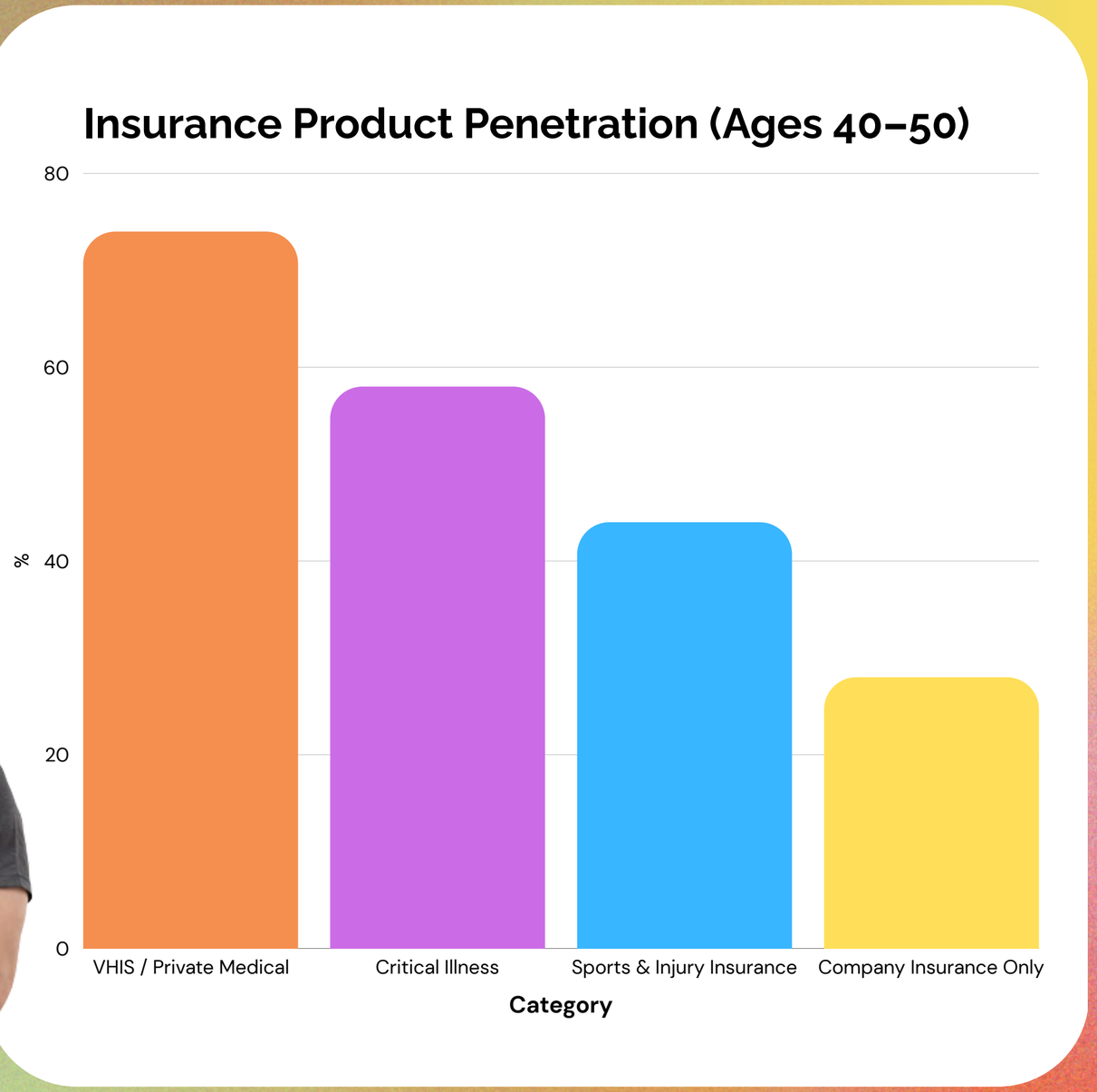
Fitness & Wellness Professionals

Aged 40–50

Spend 3x to 5x More

on Health Insurance Than the HK General Market



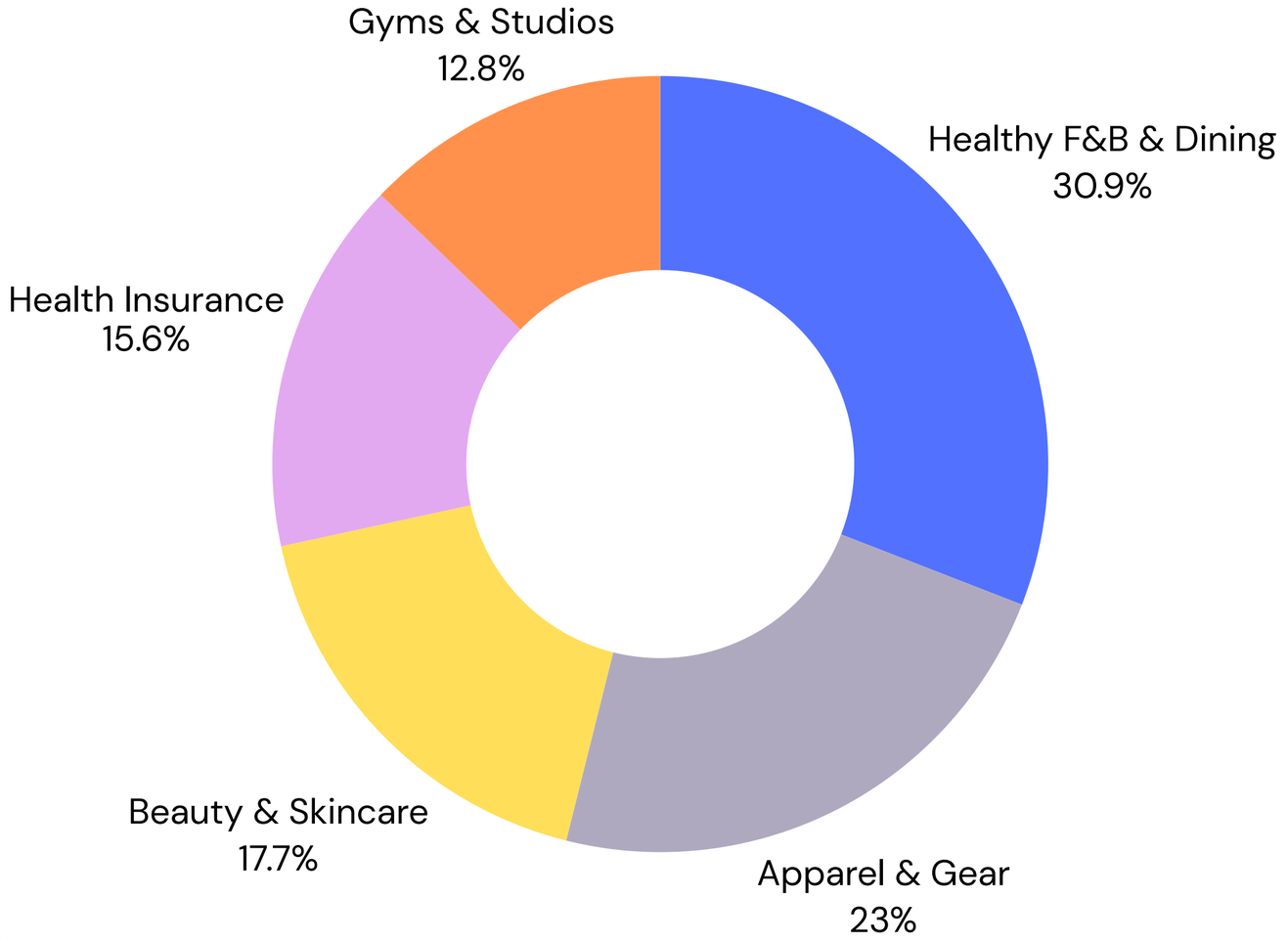


Sources:HK Federation of Insurers (HKFI) market reports, Insurance Authority VHIS statistics, and 10Life/broker actuarial pricing benchmarks (2025/2026)

Professionals treat **skin health** as part of their daily wellness routine.



Average Total Monthly Spend



Source: Hotmob Database + Data modeled using HK Department of Health (HBS) lifestyle participation benchmarks, Census & Statistics Dept.

Health is no longer a hobby — it is an **essential lifestyle baseline**.

They willingly pay **2x to 5x** premium across daily dining, workout pass packs, and health protection,



Daily Touchpoint	**Standard HK Spend**	**Fitness & Wellness Professional Spend**
Lunch / Fast-Casual	HK50–HK70	**HK110–HK160 (Clean Bowls)**
Daily Beverage	HK20–HK35	**HK48–HK75 (Adaptogen/Kombucha)**
Gym / Fitness	HK300–HK600/mo	**HK1,800–HK3,500/mo (Boutique Packs)**
Annual Health Insurance	HK3,000–HK6,000/yr	**HK18,000–HK35,000/yr (VHIS Flexi/High-End)**

Source: Hotmob Database + Data modeled using HK Department of Health (HBS) lifestyle participation benchmarks, Census & Statistics Dept.

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Turn Market Insights Into Measurable Results

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

- Healthy Living: 100K
- Fitness and Wellness Group: 110K
- Sports Lover: 460K

Contact Us

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Explore Our Solution