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香港的文化及創意產業

The Cultural and Creative Industries in Hong Kong

## **勘誤**

本刊物第 FA14 頁表 3 所載列的 2022 年「選定文化及創意貨品的整體出口」(視覺藝術及設計貨品及總額)及「選定文化及創意貨品的進口」(視覺藝術及設計貨品及總額)的數字出現編輯錯誤，現已更正。

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## **Erratum**

There were editorial mistakes in the figures of "Total exports of selected cultural and creative goods" (Visual arts and design goods and Overall value) and "Imports of selected cultural and creative goods" (Visual arts and design goods and Total) for 2022 of Table 3 on page FA14 of this publication. The figures have been corrected.

Census and Statistics Department

9 January 2026

# 香港的文化及創意產業

## The Cultural and Creative Industries in Hong Kong

文化及創意產業是香港最具活力的經濟環節之一，有助促進經濟增長和創造就業機會。文化及創意產業涵蓋一組知識型活動，通過創意及以智力資本為基本投入要素，而生產具文化、藝術和創意內容的貨品和服務。本文提供香港文化及創意產業在 2018 年至 2022 年的統計數字。

The cultural and creative industries (CCI) are among the most dynamic economic sectors in Hong Kong, contributing to both economic growth and job creation. CCI comprise a set of knowledge-based activities that deploy creativity and intellectual capital as primary inputs and deliver goods and services with cultural, artistic and creative contents. This article provides the statistics of CCI in Hong Kong for 2018 to 2022.

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# 香港的文化及創意產業

## The Cultural and Creative Industries in Hong Kong

### 1. 引言

1.1 文化及創意產業是香港最具活力的經濟環節之一，有助促進經濟增長和創造就業機會。文化及創意產業涵蓋一組知識型活動，通過創意及以智力資本為基本投入要素，而生產具文化、藝術和創意內容的貨品和服務。

1.2 本文提供香港的文化及創意產業以及選定文化及創意貨品和服務貿易在 2018 年至 2022 年的統計數字。

### 2. 概念及定義

2.1 在國際間，文化及創意產業是在 1990 年代末出現的課題，其概念及定義仍在演化當中。不同的國際組織和國家／地區分別使用「文化及創意產業」、「創意產業」、「文化產業」和「版權產業」等詞彙去描述文化及創意產業。

2.2 香港文化及創意產業的涵蓋範圍和分類，是根據聯合國所倡議的國際統計指引所訂定，並因應香港的經濟情況作出適當調整。具體而言，香港文化及創意產業包括以下 11 個組成界別：

- 藝術品、古董及工藝品；
- 文化教育及圖書館、檔案保存和博物館服務；
- 表演藝術；
- 電影及錄像和音樂；
- 電視及電台；
- 出版；
- 軟件、電腦遊戲及互動媒體；
- 設計；

### 1. Introduction

1.1 The cultural and creative industries (CCI) are among the most dynamic economic sectors in Hong Kong, contributing to both economic growth and job creation. CCI comprise a set of knowledge-based activities that deploy creativity and intellectual capital as primary inputs and deliver goods and services with cultural, artistic and creative contents.

1.2 This article provides the statistics of CCI and trade in selected cultural and creative goods and services in Hong Kong for 2018 to 2022.

### 2. Concept and definition

2.1 In the international community, the subject of CCI emerged in the late 1990s. Its concept and definition are still evolving. The terms “cultural and creative industries”, “creative industries”, “cultural industries” and “copyright industries” are used by different international organisations and countries/territories to describe CCI.

2.2 The coverage and classification of CCI in Hong Kong are drawn up with reference to international statistical guidelines promulgated by the United Nations, with appropriate adaptation to cater for the economic situation in Hong Kong. Specifically, CCI in Hong Kong comprise 11 component domains as follows:

- art, antiques and crafts;
- cultural education and library, archive and museum services;
- performing arts;
- film, video and music;
- television and radio;
- publishing;
- software, computer games and interactive media;
- design;

- 建築；
- 廣告；及
- 娛樂服務

2.3 政府統計處採用了國際間所建議的「價值鏈」模式，以量度文化及創意產業的經濟貢獻。每個組成界別的涵蓋範圍，與「香港標準行業分類 2.0 版」相關的行業配對，從而劃定有關文化及創意貨品和服務於價值鏈內涉及內容創作、生產以至分銷環節的特定經濟活動。

2.4 例如，電影及錄像和音樂界別涵蓋了有關價值鏈內的各類活動，包括電影製作，影片編輯、處理、特別效果和動畫製作，影片複製和分銷，戲院營運，錄像影碟的生產和複製，錄像的批發、零售和進出口貿易，錄像影碟租賃等。因此，文化及創意產業的每一個組成界別所涵蓋的經濟活動可能橫跨「香港標準行業分類」內不同的行業。

2.5 基本上，文化及創意產業的各個組成界別主要涵蓋私營部分的經濟活動。例如，康樂及文化事務署轄下的公共圖書館和博物館，因屬於政府提供的公共服務，故此並不包括在文化教育及圖書館、檔案保存和博物館服務的組成界別內。

### 3. 文化及創意產業的量度和資料來源

3.1 文化及創意產業的經濟貢獻可以透過有關行業所產生的增加價值、涉及的就業人數及有關的貨品和服務貿易來量度。

3.2 文化及創意產業增加價值的統計數字是根據政府統計處進行的「經濟活動按年統計調查」所搜集的數據而編製。

- architecture;
- advertising; and
- amusement services

2.3 To measure the economic contribution of CCI, Census and Statistics Department (C&SD) adopts the internationally recommended “value chain” approach. The coverage of each component domain is mapped to relevant industries as classified under the Hong Kong Standard Industrial Classification (HSIC) Version 2.0 for delineating the specific economic activities involved in the processes of content creation, production and distribution of the cultural and creative goods and services concerned in the value chain.

2.4 For instance, the domain of film, video and music covers a wide range of activities along the value chain including the production of motion pictures; motion picture film editing, processing, special effects and animation; reproduction and distribution of motion picture films; cinema operation; production and reproduction of video discs; wholesale, retail, import and export trading of video recordings; renting of video discs; etc. Thus, each component domain of CCI comprises economic activities straddling different industries under HSIC.

2.5 Primarily, CCI cover mainly the private sector economic activities in the component domains. For instance, the component domain of cultural education and library, archive and museum services does not cover public libraries and museums under the management of the Leisure and Cultural Services Department as they are public services provided by the Government.

### 3. Measuring CCI and data sources

3.1 The economic contribution of CCI can be measured in terms of the value added generated, number of persons engaged and trade in relevant goods and services.

3.2 Value added statistics for CCI are compiled from data collected through the Annual Survey of Economic Activities conducted by C&SD.

3.3 文化及創意產業就業人數的統計數字是根據政府統計處進行的「僱傭及職位空缺按季統計調查」所得數據編製而成。就業人數包括全職和兼職受薪僱員、在職董事、東主、合夥人，以及有親屬關係並在機構工作而無正薪的人士。

3.4 選定文化及創意貨品貿易包括古董及工藝品，視覺藝術及設計貨品，視聽及互動媒體貨品，表演藝術及節慶貨品，以及出版貨品（書籍及報刊）。文化及創意貨品的進口及出口統計數字是根據香港對外商品貿易統計所編製，包括香港與其貿易夥伴間的貨品進出口，包括經陸路、航空、水路運輸及郵寄貨品。香港的對外商品貿易統計主要是根據進出口報關單上的資料編製。

3.5 選定文化及創意服務貿易包括廣告、市場研究及公眾意見調查服務，建築、工程、科學及其他技術服務，電腦服務，資訊服務，視聽及有關服務，其他個人、文化及康樂服務（視聽服務以外的相關服務），研究及發展以及與創新活動相關的服務，和特許經營權及商標使用許可費以外的知識產權使用費。文化及創意服務的輸入及輸出的統計數字主要是根據政府統計處進行的「服務輸入及輸出按年統計調查」所得的數據編製而成。

## 4. 文化及創意產業組成界別的統計數字

### 整體情況

4.1 在 2022 年，文化及創意產業的增加價值為 1,221 億元，較 2021 年下降 2.2%。在 2022 年，這產業對香港本地生產總值的貢獻為 4.5%。（表 1）

3.3 Employment statistics for CCI are based on data on the number of persons engaged collected through C&SD's Quarterly Survey of Employment and Vacancies. Persons engaged include full-time and part-time salaried employees, as well as working directors, proprietors, partners and family workers without regular pay.

3.4 Trade in selected cultural and creative goods covers antiques and crafts goods; visual arts and design goods; audio-visual and interactive media goods; performing arts and celebration goods; and publishing goods (books and press). Statistics on imports and exports of cultural and creative goods are compiled based on Hong Kong external merchandise trade statistics, which cover movements of merchandise between Hong Kong and her trading partners, by land, air, water and post. Hong Kong's external merchandise trade statistics are compiled mainly based on information contained in import/export declarations.

3.5 Trade in selected cultural and creative services covers advertising, market research and public opinion polling services; architectural, engineering, scientific and other technical services; computer services; information services; audio-visual and related services; other personal, cultural and recreational services (relevant services other than audio-visual services); research and development, and services related to innovation activities; and charges for the use of intellectual property rights other than franchises and trademarks licensing fees. Statistics on imports and exports of cultural and creative services are compiled mainly based on data obtained from the Annual Survey of Imports and Exports of Services conducted by C&SD.

## 4. Statistics of CCI component domains

### Overall situation

4.1 In 2022, the value added of CCI was \$122.1 billion, representing a decrease of 2.2% from 2021. The contribution to GDP of Hong Kong was 4.5% in 2022. (Table 1)

4.2 在 2022 年，文化及創意產業的就業人數為 221 280 人，較 2021 年下降 2.0%。在 2022 年，這產業的就業人數佔香港就業總人數的 6.1%。（表 2）

### **藝術品、古董及工藝品**

4.3 藝術品、古董及工藝品界別主要涵蓋珠寶及相關物品的製造（包括寶石切割及鑲嵌、貴金屬雕刻、打金及打銀），以及珠寶首飾及貴金屬裝飾物、古董、藝術品及工藝品的批發及零售。自 2019 年統計年度開始，這界別的涵蓋範圍已擴闊至包括珠寶首飾及貴金屬裝飾物、古董、藝術品及工藝品的進出口貿易，以及藝術拍賣活動。

4.4 香港一向以珠寶首飾的精細工藝，及具時代感和新穎設計馳名於世。在 2022 年，藝術品、古董及工藝品界別的增加價值為 103 億元，佔文化及創意產業總增加價值的 8.4%。這界別的就業人數為 26 740 人，佔文化及創意產業總就業人數的 12.1%。（表 1 及 2）

4.5 藝術品、古董及工藝品界別包括製造及分銷活動，而分銷活動佔這界別在 2022 年約 93% 的增加價值。在 2022 年，藝術品、古董及工藝品的分銷活動大幅減少，導致這界別的增加價值較 2021 年大幅下降 38%。

### **文化教育及圖書館、檔案保存和博物館服務**

4.6 文化教育及圖書館、檔案保存和博物館服務界別包括私營的藝術、戲劇、音樂、舞蹈、繪畫、攝影等訓練，綜合美術及表演藝術學校（學術除外），以及私營的圖書館、檔案保存、博物館及其他文化活動。

4.2 In 2022, the employment in CCI was 221 280, representing a decrease of 2.0% from 2021. The employment in CCI accounted for 6.1% of the total employment of Hong Kong in 2022. (Table 2)

### **Art, antiques and crafts**

4.3 The domain of art, antiques and crafts covers mainly the manufacture of jewellery and related articles (including cutting and setting of precious stones; engraving on precious metals; goldsmithing and silversmithing); and the wholesale and retail of jewellery and precious metal accessories, antiques, and works of art and crafts. Since the reference year of 2019, the coverage of this domain has been expanded to include import and export trading of jewellery and precious metal accessories, antiques, and works of art and crafts; and art auctioning activities.

4.4 Hong Kong is renowned for its craftsmanship in jewellery set with precious stones, with contemporary and innovative designs. In 2022, the value added of the art, antiques and crafts domain was \$10.3 billion, accounting for 8.4% of the total value added of CCI. The employment in this domain was 26 740, accounting for 12.1% of the total employment in CCI. (Tables 1 and 2)

4.5 The art, antique and crafts domain consists of manufacturing and distribution activities, in which distribution activities accounted for around 93% of the value added of this domain in 2022. In 2022, due to substantial decline in distribution activities of art, antique and crafts, the value added of this domain recorded a significant decrease of 38% as compared with 2021.

### **Cultural education and library, archive and museum services**

4.6 The domain of cultural education and library, archive and museum services includes instruction in arts, drama, music, dance, painting, photography, etc. in the private sector; general fine arts and performing arts schools (except academic); as well as libraries, archives, museums and other cultural activities in the private sector.

4.7 在 2022 年，文化教育及圖書館、檔案保存和博物館服務界別的增加價值為 13 億元，佔文化及創意產業總增加價值的 1.0%。這界別的就業人數為 12 400 人，佔文化及創意產業總就業人數的 5.6%。（表 1 及 2）

### **表演藝術**

4.8 表演藝術界別包括創作及表演藝術活動（例如管弦樂團、芭蕾舞表演團體及音樂會表演團體、舞台設計、劇場監製等），藝術創作人、音樂人及作家，以及私營的表演藝術場所經營（例如可作現場表演的劇院）。此外，藝人、運動員、模特兒及其他公眾人物的代理亦包括在內。

4.9 在 2022 年，表演藝術界別的增加價值為 10 億元，佔文化及創意產業總增加價值的 0.8%。按就業人數計算，這界別一直是文化及創意產業中最小的組成部分，在 2022 年，這界別的就業人數為 5 190 人，佔文化及創意產業總就業人數的 2.3%。（表 1 及 2）

### **電影及錄像和音樂**

4.10 電影及錄像和音樂界別涵蓋各類相關活動，包括電影、錄像及電視節目製作活動、錄音及音樂出版活動，攝影活動，已儲錄資料媒體的複製，樂器的製造，以及錄音及錄像的批發、零售和租賃。自 2019 年統計年度開始，這界別的涵蓋範圍已擴闊至包括錄音及錄像的進出口貿易。

4.11 在 2022 年，電影及錄像和音樂界別的增加價值為 29 億元，佔文化及創意產業總增加價值的 2.4%。這界別的就業人數為 14 360 人，佔文化及創意產業總就業人數的 6.5%。（表 1 及 2）

4.7 In 2022, the value added of the cultural education and library, archive and museum services domain was \$1.3 billion, accounting for 1.0% of the total value added of CCI. The employment in this domain was 12 400, accounting for 5.6% of the total employment in CCI. (Tables 1 and 2)

### **Performing arts**

4.8 The performing arts domain covers creative and performing arts activities (e.g. orchestras, ballet and concert show groups, stage designers, theatrical producers, etc.); creative artists, musicians and writers; as well as performing arts venue operation (e.g. theatres for live performance) in the private sector. It also includes agents for artists, athletes, models and other public figures.

4.9 In 2022, the value added of performing arts domain was \$1.0 billion, accounting for 0.8% of the total value added of CCI. In terms of employment, this domain has all along been the smallest component of CCI. The employment in this domain in 2022 was 5 190, accounting for 2.3% of the total employment in CCI. (Tables 1 and 2)

### **Film, video and music**

4.10 The domain of film, video and music covers a wide range of relevant activities, including motion picture, video and television programme production, sound recording and music publishing activities; photographic activities; reproduction of recorded media; manufacture of musical instruments; as well as wholesale, retail and renting of music and video recordings. Since the reference year of 2019, the coverage of this domain has been expanded to include import and export trading of music and video recordings.

4.11 In 2022, the value added of the film, video and music domain was \$2.9 billion, accounting for 2.4% of the total value added of CCI. The employment in this domain was 14 360, accounting for 6.5% of the total employment in CCI. (Tables 1 and 2)

## 電視及電台

4.12 電視及電台界別包括電視及電台節目編製及廣播活動。廣播可應用多種科技，例如經無線廣播、衛星、有線網絡或互聯網進行。

4.13 在 2022 年，電視及電台界別的增加價值為 48 億元，佔文化及創意產業總增加價值的 4.0%。這界別的就業人數為 5 420 人，佔文化及創意產業總就業人數的 2.4%。（表 1 及 2）

## 出版

4.14 出版界別包括書籍、報紙及期刊的印刷、出版、批發和零售，亦包括新聞通訊社及其他資訊服務活動。自 2019 年統計年度開始，這界別的涵蓋範圍已擴闊至包括書籍、報紙及期刊的進出口貿易。

4.15 近年，由於報紙及雜誌業務的競爭激烈，以及免費報紙和資訊網站帶來的挑戰，很多傳統的出版活動已經由印刷平台轉移至數字平台，帶動網絡及門戶網站寄存活動。這類新興活動包括在軟件、電腦遊戲及互動媒體界別內。

4.16 在 2022 年，出版界別的增加價值為 131 億元，佔文化及創意產業總增加價值的 10.7%。這界別的就業人數為 29 390 人，佔文化及創意產業總就業人數的 13.3%。（表 1 及 2）

## 軟件、電腦遊戲及互動媒體

4.17 軟件、電腦遊戲及互動媒體界別包括軟件和電腦遊戲的出版和分銷，資訊科技服務活動（例如電腦遊戲、軟件、網站和網絡系統的設計及開發），其他電訊活動（例如互聯網接駁服務），以及入門網站、資料處理、寄存及相關活動。自 2019 年統計年度開

## Television and radio

4.12 The domain of television and radio covers television and radio programming and broadcasting activities. The broadcasting can be performed using different technologies, e.g. over-the-air, via satellite, via a cable network or via the Internet.

4.13 In 2022, the value added of the television and radio domain was \$4.8 billion, accounting for 4.0% of the total value added of CCI. The employment in this domain was 5 420, accounting for 2.4% of the total employment in CCI. (Tables 1 and 2)

## Publishing

4.14 The publishing domain covers printing, publishing, wholesale and retail of books, newspapers and periodicals. It also covers news agency and other information service activities. Since the reference year of 2019, the coverage of this domain has been expanded to include import and export trading of books, newspapers and periodicals.

4.15 In recent years, due to keen competition, especially in the business of newspapers and magazines, and challenges arising from free newspapers and information portals, many traditional publishing activities have migrated from printed platforms to digital platforms, contributing to web and portal hosting activities. The latter activities are covered under the software, computer games and interactive media domain.

4.16 In 2022, the value added of the publishing domain was \$13.1 billion, accounting for 10.7% of the total value added of CCI. The employment in this domain was 29 390, accounting for 13.3% of the total employment in CCI. (Tables 1 and 2)

## Software, computer games and interactive media

4.17 The domain of software, computer games and interactive media covers publishing and distributive trades of software and computer games; information technology service activities (e.g. designing and development of computer games, software, websites and network systems); other telecommunications activities (e.g. Internet access services); as well as web portals, data processing, hosting and related

始，這界別的涵蓋範圍已擴闊至包括軟件和電腦遊戲的進出口貿易。

4.18 作為文化及創意產業的最大組成部分（按增加價值及就業人數計算），軟件、電腦遊戲及互動媒體界別在香港的數字經濟中亦擔當重要的角色。在 2022 年，軟件、電腦遊戲及互動媒體界別的增加價值為 618 億元，佔文化及創意產業總增加價值的 50.6%。這界別的就業人數為 65 510 人，佔文化及創意產業總就業人數的 29.6%。（表 1 及 2）

4.19 軟件、電腦遊戲及互動媒體界別在文化及創意產業中一直佔着重要的地位。這界別的主要組別為資訊科技服務活動及其他電訊活動，此兩組別合共佔這界別在 2022 年約 82% 的增加價值。

## 設計

4.20 設計界別涵蓋各類專門設計活動，包括室內及傢具設計服務，多媒體、視覺及平面設計活動，時裝設計服務（包括配飾），以及工業設計服務。

4.21 設計在作為創新元素的源頭和驅動產品的經濟價值及商業競爭力方面，扮演相當重要的角色。在 2022 年，設計界別的增加價值為 41 億元，佔文化及創意產業總增加價值的 3.4%。這界別的就業人數為 18 470 人，佔文化及創意產業總就業人數的 8.3%。（表 1 及 2）

## 建築

4.22 建築界別包括建築設計服務，城市規劃及設計活動，以及綜合及其他與建造相關的建築、測量及工程服務（當中包括景觀園藝設計）。

activities. Since the reference year of 2019, the coverage of this domain has been expanded to include import and export trading of software and computer games.

4.18 As the largest component of CCI (in terms of both value added and employment), the software, computer games and interactive media domain also plays an important role in the digital economy of Hong Kong. In 2022, the value added of the software, computer games and interactive media domain was \$61.8 billion, accounting for 50.6% of the total value added of CCI. The employment in this domain was 65 510, accounting for 29.6% of the total employment in CCI. (Tables 1 and 2)

4.19 The software, computer games and interactive media domain has all along been a dominant component among all CCI domains. Key members of this domain are information technology service activities and other telecommunications activities, which together accounted for around 82% of the value added of this domain in 2022.

## Design

4.20 The design domain covers a wide range of specialised design activities including interior and furniture design services; multi-media, visual and graphic design activities; fashion design services (including accessories); as well as industrial design services.

4.21 Design is playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2022, the value added of the design domain was \$4.1 billion, accounting for 3.4% of the total value added of CCI. The employment in this domain was 18 470, accounting for 8.3% of the total employment in CCI. (Tables 1 and 2)

## Architecture

4.22 The architecture domain covers architectural design services; town planning and urban design activities; as well as combined and other architectural, surveying and engineering services related to construction (including landscape gardening design).

4.23 近年來，香港對建築服務的需求保持殷切。香港的建築顧問公司亦積極參與區內（尤其是中國內地）的各項住宅及商業發展項目，以及大型城市發展和基建項目。

4.24 在 2022 年，建築界別的增加價值為 152 億元，佔文化及創意產業總增加價值的 12.5%。這界別的就業人數為 16 460 人，佔文化及創意產業總就業人數的 7.4%。（表 1 及 2）

### **廣告**

4.25 廣告界別包括廣告，市場研究及民意調查服務，會議及商展籌組服務，以及商業廣告牌的製造。

4.26 在 2022 年，廣告界別的增加價值為 67 億元，佔文化及創意產業總增加價值的 5.5%。這界別的就業人數為 17 680 人，佔文化及創意產業總就業人數的 8.0%。（表 1 及 2）

### **娛樂服務**

4.27 娛樂服務界別包括遊樂園和主題樂園活動，及遊戲機中心，為文化及創意產業當中一個較小的組成部分。在 2022 年首季，受 2019 冠狀病毒病疫情的影響，大型主題樂園長期關閉。自 2022 年 4 月開始，隨着社交距離措施逐步放寬，大型主題樂園營運日數增加，這界別的增加價值亦因此由 2021 年的約 4 億元倍增至 2022 年的約 8 億元，佔文化及創意產業總增加價值的 0.7%。同時，這界別的就業人數亦由 2021 年的 9 560 人上升至 2022 年的 9 650 人，佔文化及創意產業總就業人數的 4.4%。（表 1 及 2）

4.23 Local demand for architectural services remains buoyant in recent years. Architectural firms in Hong Kong are also actively engaged in various residential and commercial development projects as well as large-scale urban development and infrastructure projects in the region, particularly in the mainland of China.

4.24 In 2022, the value added of the architecture domain was \$15.2 billion, accounting for 12.5% of the total value added of CCI. The employment in this domain was 16 460, accounting for 7.4% of the total employment in CCI. (Tables 1 and 2)

### **Advertising**

4.25 The advertising domain includes advertising; market research and public opinion polling; convention and trade show organising services; as well as manufacture of advertising displays.

4.26 In 2022, the value added of the advertising domain was \$6.7 billion, accounting for 5.5% of the total value added of CCI. The employment in this domain was 17 680, accounting for 8.0% of the total employment in CCI. (Tables 1 and 2)

### **Amusement services**

4.27 The amusement services domain, which covers mainly activities of amusement parks and theme parks, as well as amusement game centres, is a small component of CCI. In the first quarter of 2022, large theme parks were closed due to the impact of COVID-19 pandemic. Starting from April 2022, social distancing measures were gradually relaxed and the operating days of large theme parks increased. As a result, the value added of this domain doubled from around \$0.4 billion in 2021 to around \$0.8 billion in 2022, accounting for 0.7% of the total value added of CCI. In tandem, the employment in this domain increased from 9 560 in 2021 to 9 650 in 2022, accounting for 4.4% of the total employment in CCI. (Tables 1 and 2)

## 5. 2022 年選定文化及創意貨品和服務貿易

5.1 在 2022 年，選定文化及創意貨品的整體出口（包括港產品出口和轉口貨品）為 6,603 億元，較 2021 年下降 11.7%。有關貨品的整體出口佔香港貨品整體出口總額的 14.6%。視聽及互動媒體貨品為最大的組成部分，佔 2022 年選定文化及創意貨品整體出口總額的 71.5%。其次為視覺藝術及設計貨品（17.6%）、表演藝術及節慶貨品（9.0%）、古董及工藝品（1.3%），和出版貨品（書籍及報刊）（0.7%）。（表 3）

5.2 在 2022 年，選定文化及創意貨品的進口為 6,819 億元，較 2021 年下降 6.0%。有關貨品進口佔香港貨品進口總額的 13.8%。視聽及互動媒體貨品為最大的組成部分，佔 2022 年選定文化及創意貨品進口總額的 59.7%。其次為視覺藝術及設計貨品（30.0%）、表演藝術及節慶貨品（8.6%）、古董及工藝品（1.2%），和出版貨品（書籍及報刊）（0.6%）。（表 3）

5.3 在 2022 年，選定文化及創意服務的輸出總額達 261 億元，較 2021 年增加 3.0%。有關的服務輸出佔香港服務輸出總額的 4.0%。主要服務的組成部分包括電腦服務（佔選定文化及創意服務輸出總額的 33.7%）、廣告、市場研究及公眾意見調查服務（20.5%）、特許經營權及商標使用許可費以外的知識產權使用費（18.5%），以及建築、工程、科學及其他技術服務（14.3%）。（表 4）

## 5. Trade in selected cultural and creative goods and services in 2022

5.1 In 2022, total exports (comprising domestic exports and re-exports) of selected cultural and creative goods amounted to \$660.3 billion, representing a decrease of 11.7% compared with 2021. They accounted for 14.6% of Hong Kong's total exports of goods. The largest component was audio-visual and interactive media goods, accounting for 71.5% of overall value of total exports of selected cultural and creative goods in 2022. This was followed by visual arts and design goods (17.6%), performing arts and celebration goods (9.0%), antiques and crafts goods (1.3%), and publishing goods (books and press) (0.7%). (Table 3)

5.2 In 2022, imports of selected cultural and creative goods amounted to \$681.9 billion, representing a decrease of 6.0% compared with 2021. They accounted for 13.8% of Hong Kong's total imports of goods. The largest component was audio-visual and interactive media goods, accounting for 59.7% of total imports of selected cultural and creative goods in 2022. This was followed by visual arts and design goods (30.0%), performing arts and celebration goods (8.6%), antiques and crafts goods (1.2%), and publishing goods (books and press) (0.6%). (Table 3)

5.3 In 2022, total exports of selected cultural and creative services amounted to \$26.1 billion, representing an increase of 3.0% compared with 2021. They accounted for 4.0% of Hong Kong's total exports of services. Major service components included computer services (accounting for 33.7% of total exports of selected cultural and creative services), advertising, market research and public opinion polling services (20.5%), charges for the use of intellectual property rights other than franchises and trademarks licensing fees (18.5%), and architectural, engineering, scientific and other technical services (14.3%). (Table 4)

5.4 在 2022 年，選定文化及創意服務的輸入總額達 283 億元，較 2021 年增加 3.4%。有關的服務輸入佔香港服務輸入總額的 5.7%。特許經營權及商標使用許可費以外的知識產權使用費為最大的組成部分，佔選定文化及創意服務輸入總額的 37.9%。其次為電腦服務（24.8%）、廣告、市場研究及公眾意見調查服務（13.4%），以及建築、工程、科學及其他技術服務（7.8%）。（表 4）

5.4 In 2022, total imports of selected cultural and creative services amounted to \$28.3 billion, representing an increase of 3.4% compared with 2021. They accounted for 5.7% of Hong Kong's total imports of services. The largest component was charges for the use of intellectual property rights other than franchises and trademarks licensing fees, accounting for 37.9% of total imports of selected cultural and creative services. This was followed by computer services (24.8%), advertising, market research and public opinion polling services (13.4%), and architectural, engineering, scientific and other technical services (7.8%). (Table 4)

**表 1 文化及創意產業的增加價值**  
**Table 1 Value added of the cultural and creative industries**

	百萬港元（另有註明除外） HK\$ million, unless otherwise specified				
	2018	2019	2020	2021	2022
藝術品、古董及工藝品 <sup>(1)</sup>	19,389	18,677	14,662	16,574	10,302
Art, antiques and crafts <sup>(1)</sup>					
文化教育及圖書館、檔案保存和博物館服務	1,580	1,499	1,060	1,285	1,276
Cultural education and library, archive and museum services					
表演藝術	1,415	1,230	1,022	1,060	1,018
Performing arts					
電影及錄像和音樂 <sup>(1)</sup>	3,347	3,025	2,142	2,840	2,906
Film, video and music <sup>(1)</sup>					
電視及電台	6,560	5,678	6,001	5,161	4,822
Television and radio					
出版 <sup>(1)</sup>	14,188	14,305	13,235	13,347	13,107
Publishing <sup>(1)</sup>					
軟件、電腦遊戲及互動媒體 <sup>(1)</sup>	55,135	56,418	54,415	59,361	61,820
Software, computer games and interactive media <sup>(1)</sup>					
設計	4,523	4,845	3,964	4,360	4,101
Design					
建築	11,675	11,470	13,220	14,529	15,218
Architecture					
廣告	9,777	9,940	5,764	5,931	6,697
Advertising					
娛樂服務	2,874	2,259	82	358	796
Amusement services					
<b>文化及創意產業</b>	<b>130,463</b>	<b>129,347</b>	<b>115,566</b>	<b>124,806</b>	<b>122,063</b>
<b>Cultural and creative industries</b>					
佔以基本價格計算的本地生產總值的百分比 <sup>(2)</sup>	4.8%	4.7%	4.5%	4.5%	4.5%
% of Gross Domestic Product (GDP) at basic prices <sup>(2)</sup>					

註釋： 由於數字經四捨五入，分項總和未必與總數相等。

Notes: Figures may not add up to the total due to rounding.

(1) 自 2019 年統計年度開始，這些組成界別的涵蓋範圍已經擴闊；而 2017 年和 2018 年的有關數字亦已作出相應修訂。因此，文化及創意產業在 2017 年及以後的統計數字不能與較早年份的數字作直接比較。

(1) Since the reference year of 2019, the coverages of these component domains have been expanded. Relevant figures of these component domains for 2017 and 2018 have also been revised accordingly. Thus, the figures from 2017 onwards are not strictly comparable with those of earlier years.

(2) 百分比是根據 2024 年 5 月 17 日公布的本地生產總值的數字計算。

(2) Calculation is based on GDP statistics released on 17 May 2024.

資料來源： 政府統計處進行的「經濟活動按年統計調查」

Source: Annual Survey of Economic Activities conducted by the Census and Statistics Department

**表 2 文化及創意產業的就業人數**  
**Table 2 Number of persons engaged in the cultural and creative industries**

	人數（進位至最接近的十位數） Number (rounded to the nearest ten)				
	2018	2019	2020	2021	2022
藝術品、古董及工藝品 <sup>(1)</sup> Art, antiques and crafts <sup>(1)</sup>	32 700	31 940	28 880	27 590	26 740
文化教育及圖書館、檔案保存和博物館服務 Cultural education and library, archive and museum services	12 270	12 660	11 980	11 490	12 400
表演藝術 Performing arts	5 440	5 460	5 280	5 220	5 190
電影及錄像和音樂 <sup>(1)</sup> Film, video and music <sup>(1)</sup>	15 400	15 410	14 970	14 570	14 360
電視及電台 Television and radio	6 230	6 120	5 690	5 470	5 420
出版 <sup>(1)</sup> Publishing <sup>(1)</sup>	37 750	36 460	34 340	31 870	29 390
軟件、電腦遊戲及互動媒體 <sup>(1)</sup> Software, computer games and interactive media <sup>(1)</sup>	62 580	64 310	64 980	66 270	65 510
設計 Design	17 590	18 590	18 580	18 810	18 470
建築 Architecture	16 130	16 480	16 670	16 800	16 460
廣告 Advertising	19 370	19 500	18 690	18 230	17 680
娛樂服務 Amusement services	9 260	10 240	8 530	9 560	9 650
<b>文化及創意產業</b> <b>Cultural and creative industries</b>	<b>234 730</b>	<b>237 150</b>	<b>228 600</b>	<b>225 880</b>	<b>221 280</b>
佔總就業人數的百分比 <sup>(2)</sup> % of total employment <sup>(2)</sup>	6.0%	6.1%	6.2%	6.2%	6.1%

註釋： 由於數字經四捨五入，分項總和未必與總數相等。

(1) 自 2019 年統計年度開始，這些組成界別的涵蓋範圍已經擴闊；而 2017 年和 2018 年的有關數字亦已作出相應修訂。因此，文化及創意產業在 2017 年及以後的統計數字不能與較早年份的數字作直接比較。

(2) 總就業人數是以《香港統計月刊》2023 年 8 月號刊載的就業綜合估計數字為依據。

資料來源： 政府統計處進行的「僱傭及職位空缺按季統計調查」

Notes : Figures may not add up to the total due to rounding.

(1) Since the reference year of 2019, the coverages of these component domains have been expanded. Relevant figures of these component domains for 2017 and 2018 have also been revised accordingly. Thus, the figures from 2017 onwards are not strictly comparable with those of earlier years.

(2) Total employment is based on the Composite Employment Estimates released in the August 2023 issue of the *Hong Kong Monthly Digest of Statistics*.

Source : Quarterly Survey of Employment and Vacancies conducted by the Census and Statistics Department

**表 3 選定文化及創意貨品的整體出口及進口**  
**Table 3 Total exports and imports of selected cultural and creative goods**

百萬港元（另有註明除外）

HK\$ million, unless otherwise specified

	2018	2019	2020	2021	2022
<b>選定文化及創意貨品的整體出口</b>					
<b>Total exports of selected cultural and creative goods</b>					
古董及工藝品	11,899	10,929	9,457	11,831	8,333
Antiques and crafts goods					
視覺藝術及設計貨品	72,470	86,571	64,612	104,892	116,418
Visual arts and design goods					
視聽及互動媒體貨品	441,617	393,146	426,673	548,380	472,017
Audio-visual and interactive media goods					
表演藝術及節慶貨品	82,221	71,364	65,099	73,584	59,262
Performing arts and celebration goods					
出版貨品（書籍及報刊）	9,799	9,327	8,103	9,075	4,296
Publishing goods (books and press)					
<b>選定文化及創意貨品的整體出口總額</b>	<b>618,006</b>	<b>571,337</b>	<b>573,943</b>	<b>747,762</b>	<b>660,326</b>
<b>Overall value of total exports of selected cultural and creative goods</b>					
佔貨品整體出口總額的百分比	14.9%	14.3%	14.6%	15.1%	14.6%
% of total exports of goods					
<b>選定文化及創意貨品的進口</b>					
<b>Imports of selected cultural and creative goods</b>					
古董及工藝品	12,115	13,221	9,084	11,883	7,959
Antiques and crafts goods					
視覺藝術及設計貨品	130,305	145,307	112,626	181,206	204,526
Visual arts and design goods					
視聽及互動媒體貨品	434,645	361,375	353,116	451,139	406,844
Audio-visual and interactive media goods					
表演藝術及節慶貨品	83,753	64,366	67,572	73,657	58,535
Performing arts and celebration goods					
出版貨品（書籍及報刊）	7,996	7,271	6,610	7,228	3,986
Publishing goods (books and press)					
<b>選定文化及創意貨品的進口總額</b>	<b>668,814</b>	<b>591,540</b>	<b>549,007</b>	<b>725,113</b>	<b>681,850</b>
<b>Total imports of selected cultural and creative goods</b>					
佔貨品進口總額的百分比	14.2%	13.4%	12.9%	13.7%	13.8%
% of total imports of goods					

註釋：由於數字經四捨五入，分項總和未必與總數相等。

Note: Figures may not add up to the total due to rounding.

資料來源：政府統計處商品貿易統計

Source: Merchandise trade statistics, Census and Statistics Department

**表 4 選定文化及創意服務的輸出及輸入**  
**Table 4 Exports and imports of selected cultural and creative services**

	百萬港元（另有註明除外） HK\$ million, unless otherwise specified				
	2018	2019	2020	2021	2022
<b>選定文化及創意服務的輸出</b>					
<b>Exports of selected cultural and creative services</b>					
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	5,341	4,951	3,787	4,991	5,351
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	4,571	4,304	3,559	4,034	3,725
電腦服務 Computer services	7,471	7,613	7,268	8,118	8,789
資訊服務 Information services	838	851	744	746	712
視聽及有關服務 Audio-visual and related services	570	480	297	315	276
其他個人、文化及康樂服務 Other personal, cultural and recreational services	2,141	2,183	1,817	1,338	1,189
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	1,194	1,154	1,093	1,245	1,222
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	4,790	4,851	4,477	4,543	4,816
<b>選定文化及創意服務的輸出總額</b> <b>Total exports of selected cultural and creative services</b>	<b>26,916</b>	<b>26,387</b>	<b>23,042</b>	<b>25,330</b>	<b>26,080</b>
佔服務輸出總額的百分比 % of total exports of services	3.0%	3.3%	4.4%	4.1%	4.0%
<b>選定文化及創意服務的輸入</b>					
<b>Imports of selected cultural and creative services</b>					
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	4,283	3,923	3,477	3,488	3,790
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	2,531	2,650	2,689	2,203	2,207
電腦服務 Computer services	5,143	5,056	6,322	6,610	6,999
資訊服務 Information services	1,215	1,215	1,213	1,415	1,452
視聽及有關服務 Audio-visual and related services	406	328	267	227	225
其他個人、文化及康樂服務 Other personal, cultural and recreational services	720	766	1,421	1,595	1,625
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	2,253	1,496	1,321	1,502	1,270
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	10,638	10,724	9,165	10,312	10,707
<b>選定文化及創意服務的輸入總額</b> <b>Total imports of selected cultural and creative services</b>	<b>27,189</b>	<b>26,158</b>	<b>25,875</b>	<b>27,352</b>	<b>28,275</b>
佔服務輸入總額的百分比 % of total imports of services	4.2%	4.1%	6.1%	5.7%	5.7%

註釋：由於數字經四捨五入，分項總和未必與總數相等。

Note: Figures may not add up to the total due to rounding.

資料來源：政府統計處進行的「服務輸入及輸出按年統計調查」

Source: Annual Survey of Imports and Exports of Services conducted by the Census and Statistics Department