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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 年及 2023 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。

政府統計處
2026 年 1 月 9 日

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 and 2023 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 2019 年至 2023 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 2019 to 2023.

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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 2019 年至 2023 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 2019 to 2023.

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。康樂及文化事務署轄下的公共圖書館和博物館，以及西九文化區管理局轄下的藝術和文化設施，因屬於政府提供的公共服務，故此並不包括在文化及創意產業內。

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; 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. Therefore, CCI does not cover public libraries and museums under the management of the Leisure and Cultural Services Department and arts and cultural facilities under the management of West Kowloon Cultural District Authority 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 2023 年，文化及創意產業的增加價值為 1,345 億元，較 2022 年上升 10.2%。在 2023 年，這產業對香港本地生產總值的貢獻為 4.6%。 （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 2023, the value added of CCI was $134.5 billion, representing an increase of 10.2% from 2022. The contribution to GDP of Hong Kong was 4.6% in 2023. (Table 1)

4.2 在 2023 年，文化及創意產業的就業人數為 226 220 人，較 2022 年上升 2.2%。在 2023 年，這產業的就業人數佔香港就業總人數的 6.1%。 （表 2）

4.2 In 2023, the employment in CCI was 226 220, representing an increase of 2.2% from 2022. The employment in CCI accounted for 6.1% of the total employment of Hong Kong in 2023. (Table 2)

藝術品、古董及工藝品

Art, antiques and crafts

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。

4.3 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 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 2023 年，藝術品、古董及工藝品界別的增加價值為 190 億元，佔文化及創意產業總增加價值的 14.1%。這界別的就業人數為 26 450 人，佔文化及創意產業總就業人數的 11.7%。（表 1 及 2）

4.4 Hong Kong is renowned for its craftsmanship in jewellery set with precious stones, with contemporary and innovative designs. In 2023, the value added of the art, antiques and crafts domain was $19.0 billion, accounting for 14.1% of the total value added of CCI. The employment in this domain was 26 450, accounting for 11.7% of the total employment in CCI. (Tables 1 and 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 2023 年約 96% 的增加價值。在 2023 年，因藝術品、古董及工藝品的分銷活動大幅增加，這界別的增加價值較 2022 年大幅上升 85%。

4.5 The art, antiques and crafts domain consists of manufacturing and distribution activities, in which distribution activities accounted for around 96% of the value added of this domain in 2023. In 2023, due to substantial rise in distribution activities of art, antiques and crafts, the value added of this domain recorded a significant increase of 85% as compared with 2022.

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

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。

4.6 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 2023 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 14 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 13 090 人，佔文化及創意產業總就業人數的 5.8%。　（表 1 及 2）

4.7　In 2023, the value added of the cultural education and library, archive and museum services domain was $1.4 billion, accounting for 1.0% of the total value added of CCI. The employment in this domain was 13 090, accounting for 5.8% of the total employment in CCI. (Tables 1 and 2)

表演藝術

Performing arts

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。

4.8　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　在 2023 年，表演藝術界別的增加價值為 11 億元，佔文化及創意產業總增加價值的 0.8%。這界別的就業人數為 5 410 人，佔文化及創意產業總就業人數的 2.4%。　（表 1 及 2）

4.9　In 2023, the value added of performing arts domain was $1.1 billion, accounting for 0.8% of the total value added of CCI. The employment in this domain was 5 410, accounting for 2.4% of the total employment in CCI. (Tables 1 and 2)

電影及錄像和音樂

Film, video and music

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。

4.10　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　在 2023 年，電影及錄像和音樂界別的增加價值為 33 億元，佔文化及創意產業總增加價值的 2.5%。這界別的就業人數為 14 790 人，佔文化及創意產業總就業人數的 6.5%。　（表 1 及 2）

4.11　In 2023, the value added of the film, video and music domain was $3.3 billion, accounting for 2.5% of the total value added of CCI. The employment in this domain was 14 790, 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、衞星、有線網絡或互聯網進行。

4.13 在 2023 年，電視及電台界別的增加價值為 53 億元，佔文化及創意產業總增加價值的 3.9%。這界別的就業人數為 5 080 人，佔文化及創意產業總就業人數的 2.2%。（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 2023 年，出版界別的增加價值為 135 億元，佔文化及創意產業總增加價值的 10.1%。這界別的就業人數為 28 420 人，佔文化及創意產業總就業人數的 12.6%。（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 2023, the value added of the television and radio domain was $5.3 billion, accounting for 3.9% of the total value added of CCI. The employment in this domain was 5 080, accounting for 2.2% 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 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 2023, the value added of the publishing domain was $13.5 billion, accounting for 10.1% of the total value added of CCI. The employment in this domain was 28 420, accounting for 12.6% 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。

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 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 2023 年，軟件、電腦遊戲及互動媒體界別的增加價值為 615 億元，佔文化及創意產業總增加價值的 45.7%。這界別的就業人數為 68 400 人，佔文化及創意產業總就業人數的 30.2%。（表 1 及 2）

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 2023, the value added of the software, computer games and interactive media domain was $61.5 billion, accounting for 45.7% of the total value added of CCI. The employment in this domain was 68 400, accounting for 30.2% of the total employment in CCI. (Tables 1 and 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 2023 年約 82% 的增加價值。

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 2023.

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。

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 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 2023 年，設計界別的增加價值為 42 億元，佔文化及創意產業總增加價值的 3.1%。這界別的就業人數為 18 650 人，佔文化及創意產業總就業人數的 8.2%。（表 1 及 2）

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 2023, the value added of the design domain was $4.2 billion, accounting for 3.1% of the total value added of CCI. The employment in this domain was 18 650, accounting for 8.2% of the total employment in CCI. (Tables 1 and 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）。

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平穩。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。

4.23 Local demand for architectural services remains steady 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 在 2023 年，建築界別的增加價值為 153 億元，佔文化及創意產業總增加價值的 11.4%。這界別的就業人數為 16 760 人，佔文化及創意產業總就業人數的 7.4%。（表 1 及 2）

4.24 In 2023, the value added of the architecture domain was $15.3 billion, accounting for 11.4% of the total value added of CCI. The employment in this domain was 16 760, accounting for 7.4% of the total employment in CCI. (Tables 1 and 2)

廣告

Advertising

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。

4.25 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 在 2023 年，廣告界別的增加價值為 74 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 18 230 人，佔文化及創意產業總就業人數的 8.1%。（表 1 及 2）

4.26 In 2023, the value added of the advertising domain was $7.4 billion, accounting for 5.5% of the total value added of CCI. The employment in this domain was 18 230, accounting for 8.1% of the total employment in CCI. (Tables 1 and 2)

娛樂服務

Amusement services

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 2023 年，隨着 2019 冠狀病毒病疫情後逐漸復常，訪港旅客人數大幅增加，大型主題樂園的入場人次明顯上升。因此，這界別的增加價值從 2022 年的約 8 億元大幅增加至 2023 年的約 25 億元，佔文化及創意產業總增加價值的 1.9%。同時，這界別的就業人數亦由 2022 年的 9 650 人上升至 2023 年的 10 950 人，佔文化及創意產業總就業人數的 4.8%。（表 1 及 2）

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 2023, with the gradual resumption to normalcy after the COVID-19 epidemic, the number of visitors to Hong Kong significantly increased, leading to a substantial rise in attendance at large theme parks. As a result, the value added of this domain increased significantly from around $0.8 billion in 2022 to around $2.5 billion in 2023, accounting for 1.9% of the total value added of CCI. In tandem, the employment in this domain increased from 9 650 in 2022 to 10 950 in 2023, accounting for 4.8% of the total employment in CCI. (Tables 1 and 2)

5. 2023 年選定文化及創意貨品和服務貿易

5.1 在 2023 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 6,103 億元，較 2022 年下降 7.6%。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 2023 年選定文化及創意貨品整體出口總額的 66.1%。其次為視覺藝術及設計貨品（23.7%）、表演藝術及節慶貨品（8.3%）、古董及工藝品（1.2%），和出版貨品（書籍及報刊）（0.7%）。 （表 3）

5.2 在 2023 年，選定文化及創意貨品的進口為 6,139 億元，較 2022 年下降 10.0%。有關貨品進口佔香港貨品進口總額的 13.2%。視聽及互動媒體貨品為最大的組成部分，佔 2023 年選定文化及創意貨品進口總額的 53.8%。其次為視覺藝術及設計貨品（36.2%）、表演藝術及節慶貨品（7.7%）、古董及工藝品（1.5%），和出版貨品（書籍及報刊）（0.7%）。 （表 3）

5.3 在 2023 年，選定文化及創意服務的輸出總額達 257 億元，較 2022 年減少 1.4%。有關的服務輸出佔香港服務輸出總額的 3.4%。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 34.3%），廣告、市場研究及公眾意見調查服務（22.2%），特許經營權及商標使用許可費以外的知識產權使用費（17.2%），以及建築、工程、科學及其他技術服務（14.2%）。（表 4）

5. Trade in selected cultural and creative goods and services in 2023

5.1 In 2023, total exports (comprising domestic exports and re-exports) of selected cultural and creative goods amounted to $610.3 billion, representing a decrease of 7.6% compared with 2022. 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 66.1% of overall value of total exports of selected cultural and creative goods in 2023. This was followed by visual arts and design goods (23.7%), performing arts and celebration goods (8.3%), antiques and crafts goods (1.2%), and publishing goods (books and press) (0.7%). (Table 3)

5.2 In 2023, imports of selected cultural and creative goods amounted to $613.9 billion, representing a decrease of 10.0% compared with 2022. They accounted for 13.2% of Hong Kong's total imports of goods. The largest component was audio-visual and interactive media goods, accounting for 53.8% of total imports of selected cultural and creative goods in 2023. This was followed by visual arts and design goods (36.2%), performing arts and celebration goods (7.7%), antiques and crafts goods (1.5%), and publishing goods (books and press) (0.7%). (Table 3)

5.3 In 2023, total exports of selected cultural and creative services amounted to $25.7 billion, representing a decrease of 1.4% compared with 2022. They accounted for 3.4% of Hong Kong's total exports of services. Major service components included computer services (accounting for 34.3% of total exports of selected cultural and creative services); advertising, market research and public opinion polling services (22.2%); charges for the use of intellectual property rights other than franchises and trademarks licensing fees (17.2%); and architectural, engineering, scientific and other technical services (14.2%). (Table 4)

5.4　在 2023 年，選定文化及創意服務的輸入總額達 283 億元，與 2022 年的數字相若。有關的服務輸入佔香港服務輸入總額的 4.6%。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 31.8%。其次為電腦服務（27.6%），廣告、市場研究及公眾意見調查服務（14.8%），以及建築、工程、科學及其他技術服務（9.4%）。　（表 4）

5.4　In 2023, total imports of selected cultural and creative services amounted to $28.3 billion, similar to the figure in 2022. They accounted for 4.6% 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 31.8% of total imports of selected cultural and creative services. This was followed by computer services (27.6%); advertising, market research and public opinion polling services (14.8%); and architectural, engineering, scientific and other technical services (9.4%). (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

	2019	2020	2021	2022	2023
藝術品、古董及工藝品 Art, antiques and crafts	18,677	14,662	16,574	10,302	19,018
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	1,499	1,060	1,285	1,276	1,358
表演藝術 Performing arts	1,230	1,022	1,060	1,018	1,081
電影及錄像和音樂 Film, video and music	3,025	2,142	2,840	2,906	3,314
電視及電台 Television and radio	5,678	6,001	5,161	4,822	5,304
出版 Publishing	14,305	13,235	13,347	13,107	13,529
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	56,418	54,415	59,361	61,820	61,498
設計 Design	4,845	3,964	4,360	4,101	4,220
建築 Architecture	11,470	13,220	14,529	15,218	15,318
廣告 Advertising	9,940	5,764	5,931	6,697	7,388
娛樂服務 Amusement services	2,259	82	358	796	2,508
文化及創意產業 **Cultural and creative industries**	**129,347**	**115,566**	**124,806**	**122,063**	**134,536**
佔以基本價格計算的本地生產總值的百分比(1) % of Gross Domestic Product (GDP) at basic prices(1)	4.7%	4.5%	4.5%	4.5%	4.6%

註釋：　由於數字經四捨五入，分項總和未必與總數相等。

(1) 百分比是根據 2025 年 5 月 16 日公布的本地生產總值的數字計算。

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

(1) Calculation is based on GDP statistics released on 16 May 2025.

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)

	2019	2020	2021	2022	2023
藝術品、古董及工藝品 Art, antiques and crafts	31 940	28 880	27 590	26 740	26 450
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	12 660	11 980	11 490	12 400	13 090
表演藝術 Performing arts	5 460	5 280	5 220	5 190	5 410
電影及錄像和音樂 Film, video and music	15 410	14 970	14 570	14 360	14 790
電視及電台 Television and radio	6 120	5 690	5 470	5 420	5 080
出版 Publishing	36 460	34 340	31 870	29 390	28 420
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	64 310	64 980	66 270	65 510	68 400
設計 Design	18 590	18 580	18 810	18 470	18 650
建築 Architecture	16 480	16 670	16 800	16 460	16 760
廣告 Advertising	19 500	18 690	18 230	17 680	18 230
娛樂服務 Amusement services	10 240	8 530	9 560	9 650	10 950
文化及創意產業 **Cultural and creative industries**	**237 150**	**228 600**	**225 880**	**221 280**	**226 220**
佔總就業人數的百分比(1) % of total employment(1)	6.1%	6.2%	6.2%	6.1%	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) 總就業人數是以《香港統計月刊》2024 年 8 月號刊載的就業綜合估計數字為依據。

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

(1) Total employment is based on the Composite Employment Estimates released in the August 2024 issue of the *Hong Kong Monthly Digest of Statistics*.

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」

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

	2019	2020	2021	2022	2023
選定文化及創意貨品的整體出口 **Total exports of selected cultural and creative goods**					
古董及工藝品 Antiques and crafts goods	10,929	9,457	11,831	8,333	7,256
視覺藝術及設計貨品 Visual arts and design goods	86,571	64,612	104,892	116,418	144,885
視聽及互動媒體貨品 Audio-visual and interactive media goods	393,146	426,673	548,380	472,017	403,444
表演藝術及節慶貨品 Performing arts and celebration goods	71,364	65,099	73,584	59,262	50,594
出版貨品（書籍及報刊） Publishing goods (books and press)	9,327	8,103	9,075	4,296	4,110
選定文化及創意貨品的整體出口總額 **Overall value of total exports of selected cultural and creative goods**	**571,337**	**573,943**	**747,762**	**660,326**	**610,289**
佔貨品整體出口總額的百分比 % of total exports of goods	14.3%	14.6%	15.1%	14.6%	14.6%
選定文化及創意貨品的進口 **Imports of selected cultural and creative goods**					
古董及工藝品 Antiques and crafts goods	13,221	9,084	11,883	7,959	8,989
視覺藝術及設計貨品 Visual arts and design goods	145,307	112,626	181,206	204,526	222,446
視聽及互動媒體貨品 Audio-visual and interactive media goods	361,375	353,116	451,139	406,844	330,560
表演藝術及節慶貨品 Performing arts and celebration goods	64,366	67,572	73,657	58,535	47,496
出版貨品（書籍及報刊） Publishing goods (books and press)	7,271	6,610	7,228	3,986	4,422
選定文化及創意貨品的進口總額 **Total imports of selected cultural and creative goods**	**591,540**	**549,007**	**725,113**	**681,850**	**613,913**
佔貨品進口總額的百分比 % of total imports of goods	13.4%	12.9%	13.7%	13.8%	13.2%

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

	2019	2020	2021	2022	2023
選定文化及創意服務的輸出					
Exports of selected cultural and creative services					
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	4,951	3,787	4,991	5,351	5,698
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	4,304	3,559	4,034	3,725	3,649
電腦服務 Computer services	7,613	7,268	8,118	8,789	8,814
資訊服務 Information services	851	744	746	712	706
視聽及有關服務 Audio-visual and related services	480	297	315	276	333
其他個人、文化及康樂服務 Other personal, cultural and recreational services	2,183	1,817	1,338	1,189	959
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	1,154	1,093	1,245	1,222	1,128
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	4,851	4,477	4,543	4,816	4,425
選定文化及創意服務的輸出總額 **Total exports of selected cultural and creative services**	**26,387**	**23,042**	**25,330**	**26,080**	**25,712**
佔服務輸出總額的百分比 % of total exports of services	3.3%	4.4%	4.1%	4.0%	3.4%
選定文化及創意服務的輸入					
Imports of selected cultural and creative services					
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	3,923	3,477	3,488	3,790	4,176
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	2,650	2,689	2,203	2,207	2,659
電腦服務 Computer services	5,056	6,322	6,610	6,999	7,801
資訊服務 Information services	1,215	1,213	1,415	1,452	1,358
視聽及有關服務 Audio-visual and related services	328	267	227	225	213
其他個人、文化及康樂服務 Other personal, cultural and recreational services	766	1,421	1,595	1,625	1,893
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	1,496	1,321	1,502	1,270	1,194
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	10,724	9,165	10,312	10,707	8,980
選定文化及創意服務的輸入總額 **Total imports of selected cultural and creative services**	**26,158**	**25,875**	**27,352**	**28,275**	**28,274**
佔服務輸入總額的百分比 % of total imports of services	4.1%	6.1%	5.7%	5.7%	4.6%

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