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香港住戶的網上購物情況  
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## 香港住戶的網上購物情況 **Online purchases of households in Hong Kong**

本文根據政府統計處在 2019 年 10 月至 2020 年 9 月期間進行的「2019/20 年住戶開支統計調查」的結果，介紹香港不同特徵的住戶進行網上購物的普及程度。文中亦闡述相關住戶在不同商品或服務種類上的網購開支模式。

This article introduces the prevalence of online purchases among households with different characteristics in Hong Kong based on the findings of the 2019/20 Household Expenditure Survey conducted by the Census and Statistics Department from October 2019 to September 2020. The expenditure pattern of relevant households for online purchases of different types of commodities/services is also presented.

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# 香港住戶的網上購物情況

## Online purchases of households in Hong Kong

### 1. 引言

1.1 隨着資訊科技的進步，網上購物在香港變得愈來愈普及。本文根據政府統計處在 2019 年 10 月至 2020 年 9 月期間進行的「2019/20 年住戶開支統計調查」的結果，介紹香港不同特徵的住戶進行網上購物的普及程度。文中亦闡述相關住戶在不同商品或服務種類上的網購開支模式。

1.2 「住戶開支統計調查」搜集住戶在本港不同商品或服務種類上的開支的資料，對分析不同種類住戶的開支模式（包括網購）十分有用。

1.3 與上一輪在 2014/15 年間進行的「住戶開支統計調查」相似，「2019/20 年住戶開支統計調查」的對象包括本港所有陸上住戶，但接受「綜合社會保障援助」的住戶<sup>1</sup>則除外。

### 2. 「2019/20 年住戶開支統計調查」所涵蓋的網上購物

2.1 有見網上購物在香港的普及程度日益提升，政府統計處已適當地優化「2019/20 年住戶開支統計調查」的問卷，以便從抽樣選中的住戶搜集更全面的網上購物資料。只要相關的商品是送往香港或服務是在本港提供，不論經由本地或非本地網站購買，均包括在內。

### 1. Introduction

1.1 With the advancement of information technology, online purchases have been increasingly popular in Hong Kong. This article introduces the prevalence of online purchases among households with different characteristics in Hong Kong based on the findings of the 2019/20 Household Expenditure Survey (HES) conducted by the Census and Statistics Department (C&SD) from October 2019 to September 2020. The expenditure pattern of relevant households for online purchases of different types of commodities/services is also presented.

1.2 The HES collects information on the expenditure of households on various types of commodities/services in Hong Kong, which is useful for analysing the expenditure pattern of different types of households, including those of online purchases.

1.3 Similar to the last round of the HES conducted in 2014/15, the 2019/20 HES covered all land-based domestic households in Hong Kong except households receiving Comprehensive Social Security Assistance<sup>1</sup>.

### 2. Online purchases covered in the 2019/20 HES

2.1 In view of the increasing prevalence of online purchases, C&SD has suitably enhanced the questionnaire for the 2019/20 HES such that more comprehensive information on online purchases could be collected from the sampled households. Online purchases from local and non-local websites are both covered as long as the goods are delivered to and the services are provided in Hong Kong.

<sup>1</sup> 接受「綜合社會保障援助」的住戶是包括在一個與「住戶開支統計調查」同時進行的特別統計調查內。

<sup>1</sup> Households receiving Comprehensive Social Security Assistance (CSSA) were covered in a special survey conducted along with the HES.

2.2 網上購物是指顧客透過專門為接收或提交訂單而營運的電腦網絡所購買的商品及服務，而付款及最後貨品的遞送可以不是在網上進行。網上購物並不包括經人手輸入的電子郵件、電話、傳真或社交媒體訊息傳遞的訂單。

2.2 Online purchases refer to the purchases of commodities and services through computer networks specially operated for the purpose of receiving or placing of orders, while the payment and the ultimate delivery of goods and services do not have to be conducted online. Orders made by manually typed emails, telephone calls, facsimiles or messages through social media are not regarded as online purchases.

### 3. 網上購物的普及程度

### 3. Prevalence of online purchases

3.1 在 2019/20 年，在這統計調查所涵蓋的 240 萬個家庭住戶當中，約 140 萬個家庭住戶（佔整體涵蓋的家庭住戶 60%）有進行網上購物。由此可見，網上購物在本港住戶中甚為普遍。（表 1）

3.1 In 2019/20, among the 2.4 million domestic households covered in the survey, about 1.4 million or 60% had made online purchases. This indicated that online purchases were common for households in Hong Kong. (Table 1)

表 1 2019/20 年按有否網上購物開支劃分的住戶數目

Table 1 Number of households by whether with expenditure on online purchases in 2019/20

	住戶數目 No. of households	百分比 %
有網上購物開支 With expenditure on online purchases	1 439 000	60
沒有網上購物開支 Without expenditure on online purchases	956 000	40
<b>總數 Overall</b>	<b>2 395 000</b>	<b>100</b>

3.2 按房屋類型分析，居住在私人房屋的住戶較多會進行網上購物，而居住在公營房屋的住戶則相對較少。按居住在公營房屋、資助房屋以及私人房屋的住戶劃分，有進行網上購物的住戶比例分別為 52%，58% 及 64%。（表 2）

3.2 Analysed by type of housing, households living in private housing were more likely to make online purchases, whereas households living in public housing were less likely to do so. The proportions of households which had made online purchases were 52%, 58% and 64% for those residing in public housing, subsidised housing and private housing respectively. (Table 2)

**表 2 2019/20 年按房屋類型及有否網上購物開支劃分的住戶數目**  
**Table 2 Number of households by type of housing and whether with expenditure on online purchases in 2019/20**

房屋類型 Type of housing	有網上購物開支 With expenditure on online purchases		沒有網上購物開支 Without expenditure on online purchases	
	住戶數目 No. of households	比例 <sup>(1)</sup> Proportion <sup>(1)</sup> (%)	住戶數目 No. of households	比例 <sup>(1)</sup> Proportion <sup>(1)</sup> (%)
公營房屋 Public housing	334 000	52	302 000	48
資助房屋 Subsidised housing	216 000	58	156 000	42
私人房屋 Private housing	889 000	64	499 000	36
<b>所有住戶 All households</b>	<b>1 439 000</b>	<b>60</b>	<b>956 000</b>	<b>40</b>

註釋：(1) 指有或沒有網上購物的住戶佔相關組別所有住戶的百分比。

由於四捨五入關係，個別數字加起來可能與總數不符。

Notes: (1) Refer to the percentage of households which had made or not made online purchases among all households in the respective groups.

Figures may not add up to total due to rounding.

3.3 另一方面，有進行網上購物的住戶比例隨着住戶每月總開支水平上升而有所增加。在最低四分位開支組別的住戶當中，只有 39% 的住戶有進行網上購物。該比例在第二個、第三個及最高四分位開支組別的住戶當中逐步增加至 53%，68%，以及 80%。（表 3）

3.4 按年齡而言，年輕一代普遍被認為是較喜愛網上購物，是次統計調查結果亦大致引證了這個說法。在長者住戶（即所有成員均為 65 歲及以上的住戶）中，有進行網上購物的比例為 29%，而該比例在有 15-44 歲成員的住戶中則為 68%，明顯較高。（表 4）

3.3 On the other hand, the proportion of households which had made online purchases tended to increase with the level of total monthly household expenditure. While only 39% of households in the lowest quartile expenditure group had made online purchases, the proportion increased progressively to 53%, 68% and 80% for those in the second, the third and the highest quartile expenditure groups respectively. (Table 3)

3.4 As far as age is concerned, it is generally believed that younger generations favour online purchases more. While the survey results did support this belief generally, there were 29% of elderly households (i.e. those with all members aged 65 and over) having made online purchases. The corresponding rate for households with member(s) aged 15-44 was much higher at 68%. (Table 4)

**表 3 2019/20 年按四分位開支組別及有否網上購物開支劃分的住戶數目**  
**Table 3 Number of households by quartile expenditure group and whether with expenditure on online purchases in 2019/20**

四分位開支組別 <sup>(1)</sup> Quartile expenditure group <sup>(1)</sup>	有網上購物開支 With expenditure on online purchases		沒有網上購物開支 Without expenditure on online purchases	
	住戶數目 No. of households	比例 <sup>(2)</sup> Proportion <sup>(2)</sup> (%)	住戶數目 No. of households	比例 <sup>(2)</sup> Proportion <sup>(2)</sup> (%)
最低四分位 The lowest 25%	231 000	39	368 000	61
第二個四分位 The second 25%	320 000	53	279 000	47
第三個四分位 The third 25%	408 000	68	190 000	32
最高四分位 The highest 25%	479 000	80	119 000	20
<b>所有住戶 All households</b>	<b>1 439 000</b>	<b>60</b>	<b>956 000</b>	<b>40</b>

註釋：(1) 即是按開支水平，將住戶平均劃分為四組。開支水平最低的 25%住戶屬第一組，接着的 25%住戶屬第二組，照此類推。

(2) 指有或沒有網上購物的住戶佔相關組別所有住戶的百分比。

由於四捨五入關係，個別數字加起來可能與總數不符。

Notes: (1) These are the four groups of households that have been equally divided based on expenditure level – the group of 25% of households having the lowest expenditure levels; the group of the next 25%; etc

(2) Refer to the percentage of households which had made or not made online purchases among all households in the respective groups.

Figures may not add up to total due to rounding.

**表 4 2019/20 年按選定住戶成員年齡組別及有否網上購物開支劃分的住戶數目**  
**Table 4 Number of households by selected age group of household members and whether with expenditure on online purchases in 2019/20**

住戶成員年齡組別 Age group of household members	有網上購物開支 With expenditure on online purchases		沒有網上購物開支 Without expenditure on online purchases	
	住戶數目 No. of households	比例 <sup>(1)</sup> Proportion <sup>(1)</sup> (%)	住戶數目 No. of households	比例 <sup>(1)</sup> Proportion <sup>(1)</sup> (%)
所有成員均為 65 歲及以上 All members aged 65 and over	77 000	29	188 000	71
有 15-44 歲成員 With member(s) aged 15-44	1 067 000	68	495 000	32
其他住戶 Other households	294 000	52	273 000	48
<b>所有住戶 All households</b>	<b>1 439 000</b>	<b>60</b>	<b>956 000</b>	<b>40</b>

註釋：(1) 指有或沒有網上購物的住戶佔相關組別所有住戶的百分比。

由於四捨五入關係，個別數字加起來可能與總數不符。

Notes: (1) Refer to the percentage of households which had made or not made online purchases among all households in the respective groups.

Figures may not add up to total due to rounding.

#### 4. 按不同商品或服務種類劃分的網上購物開支模式

4.1 就 140 萬個有進行網上購物的住戶而言，他們的每月平均網上購物開支為 1,668 元，佔他們在各商品及服務上的每月平均開支（即 21,377 元）<sup>2</sup> 的 7.8%。當中約三分之一的住戶每月在網上購物的開支少於 250 元，而 22% 住戶的每月網購消費則為 2,000 元或以上。（表 5）

**表 5 2019/20 年按每月網上開支劃分的有網上購物開支住戶數目**  
**Table 5 Number of households with expenditure on online purchases by monthly online expenditure in 2019/20**

每月網上購物開支（港元） Monthly expenditure on online purchases (HK\$)	住戶數目 No. of households	百分比 %
<100 <sup>(1)</sup>	189 000 <sup>(1)</sup>	13
100 - <250	289 000	20
250 - <500	242 000	17
500 - <1,000	202 000	14
1,000 - <2,000	195 000	14
≥2,000	320 000	22
<b>總數 Overall</b>	<b>1 439 000</b>	<b>100</b>

註釋：(1) 不包括沒有網上購物的住戶。  
由於四捨五入關係，個別數字加起來可能與總數不符。

#### 4. Expenditure pattern for online purchases of different types of commodities/services

4.1 The 1.4 million households which had made online purchases on average spent \$1,668 per month on online shopping, accounting for 7.8% of their average monthly expenditure of \$21,377 on various goods and services<sup>2</sup>. About one-third of these households spent less than \$250 per month on online purchases while 22% spent \$2,000 or more. (Table 5)

Notes: (1) Excluding households which had not made online purchases.  
Figures may not add up to total due to rounding.

4.2 表 6 闡述按不同商品或服務種類劃分的有網上購物開支住戶數目及比例以及相關住戶每月平均網上消費。

4.2 Table 6 presents the numbers and proportions of households with online purchases on different commodity/service types and the average amount spent online per month.

<sup>2</sup> 不包括住屋及相關開支。

<sup>2</sup> Excluding housing and related expenses.

**表 6 2019/20 年按商品或服務種類劃分的有網上購物開支住戶數目及相關住戶每月平均網上購物開支**

**Table 6 Number of households with expenditure on online purchases and their average monthly online expenditure by type of commodity/service in 2019/20**

商品或服務種類 Type of commodity/service	有在網上購買相關種類的商品或服務的住戶 Households with online purchases of the respective type of commodity/service		相關住戶 <sup>(2)</sup> 的每月平均網上開支 Average monthly online expenditure of the respective households <sup>(2)</sup>
	住戶數目 No. of households	比例 <sup>(1)</sup> Proportion <sup>(1)</sup> (%)	
餐飲訂購 Meals ordering	889 000	37	\$ 525
數字媒體、線上服務及線上預訂服務 Digital media, online services and online ordering of services	393 000	16	205
旅行及休閒活動 Travel and leisure activities	353 000	15	1,835
電器用具、影音器材及資訊及電訊設備 Electronic appliances, audio-visual equipment and information and communication equipment	234 000	10	1,213
衣履 Clothing and footwear	217 000	9	1,144
食品及飲品 Foodstuffs and beverages	167 000	7	1,295
醫療衛生及個人護理用品 Health and personal care products	164 000	7	1,030
家具及家庭用品 Furniture and household goods	127 000	5	962
裝飾及個人隨身物品 Accessories and personal effects	105 000	4	1,052
報紙、玩具及嗜好用品 Newspapers, toys and hobbies	56 000	2	651
其他 Others	52 000	2	367
<b>總網上購物 All online purchases</b>	<b>1 439 000</b>	<b>60</b>	<b>1,668</b>

註釋：(1) 指有在網上購買相關種類的商品或服務的住戶佔統計調查涵蓋的所有住戶的百分比。

(2) 指有在網上購買相關種類的商品或服務的住戶。

Notes : (1) Refer to the percentage of households which had made online purchases of the respective type of commodity/service among all households covered in the survey.

(2) Refer to households with online purchases of the respective type of commodity/service.



4.3 隨着網上餐飲訂購平台的普及程度日漸提升，37% 的住戶表示有網上「餐飲訂購」開支，這類別是所有商品或服務種類當中最普遍的網上消費種類。其次為「數字媒體、線上服務及線上預訂服務」（16% 住戶有相關開支），及「旅行及休閒活動」（15% 住戶有相關開支）。（表 6）

4.4 在各商品或服務種類當中，「旅行及休閒活動」是住戶每月平均網上購物開支最高的種類（1,835 元），當中包括跨境交通費用及旅遊開支。（表 6）

## 5. 其他參考資料

5.1 除「2019/20 年住戶開支統計調查」的結果外，如需更多有關網上購物的資料，亦可參考：（1）「零售業銷貨額按月統計調查」有關香港零售業網上銷售數字，（2）「主題性住戶統計調查—資訊科技使用情況和普及程度」的結果。

4.3 With the growing prevalence of online food ordering platforms, 37% of the households indicated that they had expenditure on online “Meals ordering”, making it the most commonly purchased online category among all types of commodities/services. This was followed by “Digital media, online services and online ordering of services” (16%) and “Travel and leisure activities” (15%). (Table 6)

4.4 Among various types of commodities/services, the average monthly expenditure on online purchases made by the respective households was the highest for “Travel and leisure activities” (\$1,835), which included the expenditure on cross-boundary transport fares and package tours. (Table 6)

## 5. Further reference

5.1 Apart from the results of the 2019/20 HES, users may refer to the following for more information on online sales and purchases in Hong Kong : (a) online sales statistics of Hong Kong’s retail sector from the Monthly Survey of Retail Sales; (b) results of the Thematic Household Survey on Information Technology Usage and Penetration.