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Report Name: Entering the Hong Kong Food and Beverage Market through Social Media Marketing

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Post: Hong Kong

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Report Highlights:

Hong Kong has approximately 6.15 million active social media users, making social media a significant tool for influencing purchasing decisions. This report provides an overview of Hong Kong's social media landscape and common promotional practices, offering marketing insights to effectively engage Hong Kong consumers through social media platforms.

Background

Hong Kong has a dynamic social media landscape, with one of the highest social media penetration rates in the world. According to DataReportal's [Global Digital Insights](#), approximately 6.15 million people in Hong Kong actively use social media, representing 83.1 percent of the population. Social media users in Hong Kong engage across a wide variety of platforms, including both American and Chinese applications such as Facebook, Instagram, YouTube, Xiaohongshu, Threads, and Douyin.

Hong Kong's Social Media Landscape

Facebook remains the leading platform in Hong Kong's social media landscape; however, its dominance has declined in recent years. Platforms such as YouTube and Instagram have experienced significant growth among the younger generation. Additionally, emerging platforms such as Threads and Xiaohongshu are gaining popularity within Hong Kong's digital ecosystem. While TikTok is a major social media platform globally, it is not accessible in Hong Kong, where users instead use Douyin, its counterpart in the Chinese market.

Common Social Media Practice for Entering the Hong Kong Market

1. Establish official social media account with localized language

Hong Kong's official languages are Chinese and English. Unlike mainland China, where simplified Chinese characters are predominantly used, social media in Hong Kong primarily utilizes traditional Chinese and colloquial Cantonese. This linguistic distinction reflects the unique cultural identity of Hong Kong and its historical development. For businesses and organizations seeking to engage Hong Kong audiences, the use of localized language—specifically traditional Chinese and Cantonese—can strengthen connections and build rapport with consumers. Incorporating English into communications is also recommended, as it serves as a bridge to reach Hong Kong's large international / expat population.

2. Content Marketing

As the well-known phrase “content is king” suggests, high-quality content plays a critical role in shaping brand image and influencing purchasing decisions. In Hong Kong, visually engaging formats such as photography and short-form video have proven particularly effective for promoting food and beverage products. These mediums can highlight the sensory appeal of food and beverages, allowing businesses to showcase their offerings in a way that captures the attention of modern consumers, who often have shorter attention spans.

To establish a dynamic and engaging social media presence, businesses can leverage diverse and creative content, including restaurant visit videos, cooking demonstrations, street interview highlights, recipes, industry updates, and practical food preparation tips. By consistently producing innovative and

high-quality content, businesses can attract a loyal and sustainable following while fostering brand loyalty among their audience.

3. Drive for Engagement

Driving engagement is a key factor for success on social media platforms. Posts with higher engagement rates are often prioritized by platform algorithms, increasing their visibility and expanding their reach to a broader audience. To achieve this, content creators employ various strategies to encourage interaction. For example, some creators withhold key information—such as a recipe in a cooking video—and prompt viewers to comment with a specific word to receive the information via direct message. This tactic not only enhances engagement but also creates a sense of exclusivity and fosters interaction with the audience. To efficiently manage high volumes of responses, content creators can leverage chatbot plugins to automate replies and streamline communication processes.

Another widely used method to drive engagement is the organization of interactive campaigns, contests, and giveaways. These activities encourage audience participation and can significantly increase engagement. However, it is important to note that online lucky draws and giveaways in Hong Kong are regulated and must comply with local laws. Organizers must obtain a [Trade Promotion Competition License \(TPCL\)](#) before conducting such activities. The TPCL is issued by a public officer appointed by the Secretary for Home and Youth Affairs, and compliance with this requirement is mandatory for anyone wishing to conduct a trade promotion competition in Hong Kong.

4. Partnership with Local Media

When launching new brands and products in Hong Kong, collaborating with local media is a widely adopted and effective strategy for introducing the brand to the market. Businesses may consider partnering with a public relations agency to coordinate outreach across multiple local media outlets, thereby streamlining efforts and reducing the time and cost associated with approaching individual platforms.

Many food and beverage-focused media outlets maintain active social media accounts with substantial followings, making partnerships with these established platforms a strategic approach to generating awareness and creating excitement among Hong Kong's food enthusiasts.

To effectively engage the local Chinese-speaking community, brands can target media outlets such as [Weekend Weekly](#) and [U Food](#). For reaching expatriates and English-speaking audiences, platforms like [Time Out Hong Kong](#), [Tatler Hong Kong](#), and [Sassy Hong Kong](#) are more suitable. Additionally, certain media outlets, such as [Mill MILK](#) and [Ricezi2](#), specialize in storytelling through long-form video content, boasting around 1.06 million and 616,000 YouTube subscribers, respectively. Collaborating with these platforms can further enhance visibility and engagement across diverse audience segments.

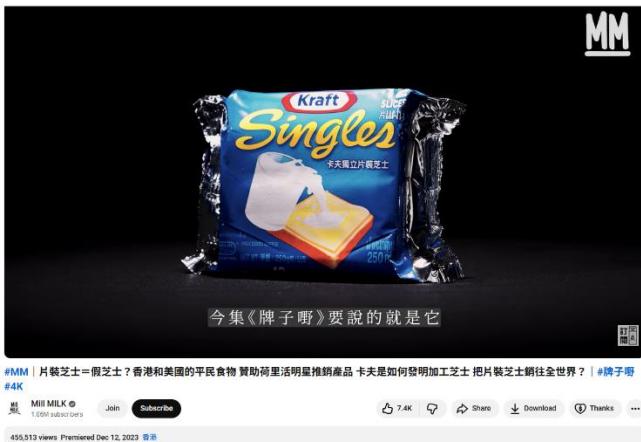
Table 1. Hong Kong: Major Food and Beverage Online Media Outlets

	Facebook Followers	Instagram Followers	YouTube Channel Subscribers	Language
HolidaySmart	1.5M	476K	12.1K	Chinese
Weekend Weekly	1M	594K	92.2K	Chinese
U Food	935K	404K	56.9K	Chinese
OpenRice Hong Kong	431K	45.6K	3.87K	Chinese
Time Out Hong Kong	175K	190K	1.49K	English
TalkFood	162k	262k	169k	Chinese
Ricezi2	98K	146K	616K	Chinese
MM - Mill MILK	96K	358K	1.06M	Chinese
ULifestyle	84K	731K	8.53K	Chinese
Sassy Hong Kong	59k	83.7k	3.12k	English
Tatler Dining Hong Kong	25K	46.5K	10.2K	Chinese and English
PND Media	23K	529K	/	Chinese

Figure 1. Hong Kong: [Instagram post](#) by a local Hong Kong media outlet about the launch of a U.S. ice cream in Hong Kong



Figure 2. Hong Kong: Mill MILK's YouTube [video](#) featuring the story of a U.S. cheese brand



5. Partnership with KOLs and KOCs

Hong Kong social media users place significant value on authentic recommendations and are strongly influenced by user-generated content, including reviews from Key Opinion Leaders (KOLs). KOLs in Hong Kong specialize in diverse areas, such as food, travel, lifestyle, café-hopping, restaurant reviews, cooking, and street interviews. Businesses can strategically collaborate with KOLs whose expertise and audience align with their brand image to enhance outreach and engagement.

The growing popularity of Threads in Hong Kong has further transformed the digital landscape, establishing the platform as a dynamic space for viral trends and discussions. Notably, Threads enables individuals with relatively small followings to create impactful and widely shared content. For example, in June 2025, local retailer JEBN's U.S. frozen beef shank garnered [significant attention](#) on Threads due to its competitive pricing and the proliferation of posts from Key Opinion Consumers (KOCs).

Figure 3. Hong Kong: Collaborative [Instagram post](#) with Hong Kong KOLs promoting U.S. ingredients



Figure 4. Hong Kong: User-generated content on Threads highlighting U.S. beef



6. Convert Traffic to Ecommerce Website

In Hong Kong, social media is primarily leveraged to direct traffic to retailers' websites, facilitating online sales conversions or encouraging audiences to make purchases at physical retail stores. Online transactions typically take place on the retailer's website or third-party platforms such as HKTVMall or Shopify, rather than directly through the social media app itself.

Nearly all major supermarkets in Hong Kong, such as ParknShop and Wellcome, regularly publish daily social media posts to highlight their current promotions.

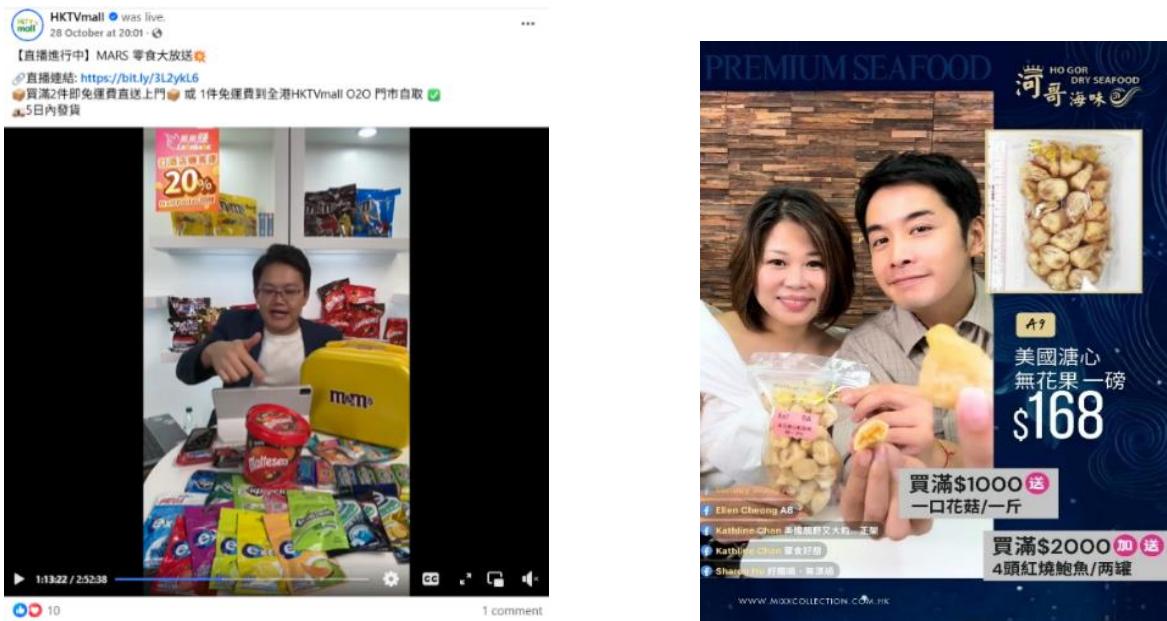
Figure 5. Hong Kong: Wellcome and PARKnSHOP's Facebook posts promoting their online shopping platforms



7. Livestream Selling

Compared to mainland China, livestream selling is less prevalent in Hong Kong. However, certain online retailers, such as [HKTVMall](#) and [Mixx Collection](#), have adopted livestream shopping as a strategic tool to engage consumers and drive sales. These retailers utilize platforms like Facebook to host livestream shopping events, effectively directing purchases to their respective e-commerce websites. This approach demonstrates the potential of livestreaming as an emerging method for enhancing consumer interaction and promoting online retail in Hong Kong.

Figure 6. Hong Kong: HKTVMall's and Mixx Collection's livestream showcasing U.S. food products



Conclusion

Social media has significantly influenced Hong Kong's food and beverage industry. Many businesses have expanded their social media marketing strategies to boost brand visibility, attract followers, and drive online sales. In this ever-evolving social media landscape, businesses must continuously stay updated on current trends and innovate their content creation to capture consumers' attention.

For more information about opportunities for U.S. agricultural products in Hong Kong, including trade shows and events, marketing promotions, and market entry and distribution inquiries, please contact:

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Attachments:

No Attachments.