
Consumer Asia Pacific and Australasia

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Introduction

What is Consumer Asia Pacific & Australasia?

This is the eighteenth edition of Consumer Asia Pacific & Australasia, Euromonitor International's regularly updated compendium of pan-regional market information. This new 2011 edition now has been expanded on the former Consumer Asia to include Australia and New Zealand. For the first time, this edition features forecast data alongside the established historical time series. As part of the revamp of Euromonitor International's series of guides to the world's major consumer markets, the following companion books will be published in 2010: Consumer Europe, Consumer Americas, and The New Arab Consumer. The former titles Consumer China, Consumer USA, Consumer Eastern Europe, Consumer Latin America, and Consumer International have been discontinued.

Scope of the Yearbook

Consumer Asia Pacific & Australasia is a statistical yearbook, and is presented in five sections as follows:

Section One: Introduction

Section Two: Socio-Economic Parameters presents a series of regional marketing parameters in the form of comparative statistics for the 14 countries included in the book. The data are drawn from Section Five: Country Snapshots in addition to extra material from international sources in order to set each country in a regional context and to provide easily comparable material in the form of standardised tables. Parameters covered include economic indicators, foreign trade, population, health, household characteristics, possession of household durables, labour, income, consumer expenditure, retail sales, travel and tourism, and IT and telecommunications.

Section Three: Consumer Markets follows the same standardised approach, where consumer market data from each individual country are brought together to provide a comparative overview for the whole region. Figures are presented in easily comparable volume units or in US dollar terms. Per capita figures have also been included for greater ease of comparison.

Section Four: Market Growth Rankings is unique to this edition, and ranks all countries within the region by fastest % real growth in national currencies over the period 2004-2009. This allows users to evaluate and compare historical real growth rates across the 19 consumer markets covered.

Section Five: Country Snapshots deals with each of the countries in turn, presenting data in a series of standardised headings and moving from background socio-economic and marketing parameters through to consumer market data for a wide range of products. Data are presented in value in national currency and in volume where available. Historical trends are presented for 2004 to 2009, whilst forecast trends generally run to 2014. Percentage analyses in this section may not sum to 100 due to double-counting of some products, eg pasta is broken out in packaged foods, but also forms part of our definitions for canned preserved food, chilled processed food, dried processed food, and frozen processed food. Such analyses therefore should be taken at face value.

Research Methodology

It is usual for conflicting market size data to be present in any country and consequently all commercial research publishers receive regular queries about how they compile their data and are often quoted stating conflicting estimates. This tends to be for a number of reasons.

Firstly, there are widespread variations in the quality and content of data provided by official and semi-official sources because of the use of different and sometimes incomplete market

assessments. A number of major associations publish data that is widely used within their given industry even though the figures may not bear close scrutiny.

Secondly, many organisations implement distinct research methodologies and consequently produce differing figures, shaped by numerous variables regarding the way that the data is gathered and also in the way that it is used. For example, National Statistical Offices base much of their data on regular, comprehensive national surveys and the focus of consumer market data tends to be upon production and consumption. On the other hand, many trade associations compile statistics via periodic canvassing of their members with an emphasis upon the value of sales and market performance.

Thirdly, there is often little consistency in the way in which data is interpreted and many organisations and commercial research companies frequently arrive at different conclusions.

The most accurate market data is normally to be found within its given industry and consequently the focus of the research for Consumer Asia Pacific & Australasia is upon trade interviews, complemented by close and constant analysis of all published data and research and consultation with all appropriate associations and official organisations.

Occasionally it is not possible to obtain complete market data for a product sector and it is necessary to calculate provisional figures from incomplete data. When even part-year data is not available it is sometimes necessary to calculate and extrapolate estimates. Such estimates are always used as a last resort and never as a substitute for proper research. Additionally, all relevant market and socio-economic information was used to ensure that the resulting figures are as accurate as possible.

Where estimates have been used in this yearbook the following methods have been utilised. It should be noted that these are used by many official statistical sources and major associations.

a. Grossing-up Factors

Estimates are made of universal consumer offtake based on incomplete data.

b. Apparent Consumption

The use of apparent consumption (production plus imports less exports) is not considered an estimation procedure unless actual retail sales figures are the aim of the data coverage. In this case, the frequently uneven pattern of apparent consumption is flattened out over a period of time (eg a strong yearly increase indicates significant stock reduction in the previous year).

c. Retail Market Value

Market value refers to retail sales or total retail sales to the general public inclusive of taxes. Where apparent sales have been used as a basis, these are marked up by the appropriate retail margins and taxes in order to arrive at an estimate of retail sales in value terms. This in turn may be related to consumer expenditure, or a family expenditure survey (if one has been conducted).

Estimates of market values are also derived by multiplying volume data by average retail prices. Where this is based on apparent consumption, an "assumed" market value is derived.

d. Consumer Expenditure

Although consumer spending categories are frequently too broad to be useful for specific product categories, they form a useful parameter and broad guide to market trends for specific sectors.

e. Per Capita Volume or Value Sales

Where data is unavailable for particular countries, a rough guide to market demand can be determined by considering per capita sales in a similar market, eg New Zealand to Australia, bearing in mind local conditions and national contrasts.

f. Relevant Parameters

Many markets are strongly influenced by broader socio-economic factors such as birth rates (baby products) market penetration levels (household goods and appliances), level of affluence (luxury goods, consumer electronics), levels of disposable income (discretionary items), drinking and eating habits, mass media availability, types of housing and household composition, etc. Any estimation made for market sectors in this publication has taken into account all appropriate socio-economic factors.

g. Exchange Rates

The exchange rates used in this book are generally the annual average rates quoted by national statistical offices or national financial sources, or by agencies such as the IMF, wherever these have been available. Typical exchange rates used in the book are shown in the table below:

–Economic Indicators

Asia Pacific and Australasia: Total GDP 2004-2009

Table 2.1

US\$ billion / % real growth

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009
Asia Pacific							
China	1,931.6	2,235.9	2,657.9	3,382.3	4,327.0	4,909.4	65.9
Hong Kong, China	165.9	177.8	189.9	207.1	215.1	210.6	21.2
India	714.8	840.5	945.5	1,196.6	1,281.3	1,273.4	47.7
Indonesia	257.2	285.8	364.5	432.1	511.1	539.3	31.4
Japan	4,605.9	4,552.2	4,362.6	4,378.0	4,885.8	5,071.8	-0.3
Malaysia	124.7	138.0	156.6	186.1	221.4	191.4	21.7
Philippines	86.9	98.8	117.5	144.1	167.2	161.1	24.1
Singapore	109.2	119.8	136.6	166.9	193.3	182.2	26.7
South Korea	722.0	844.9	951.8	1,049.2	932.7	831.5	17.8
Taiwan	340.0	364.8	376.3	393.1	402.7	378.5	15.9
Thailand	161.7	176.6	207.2	247.1	272.4	264.0	15.6
Vietnam	45.4	52.9	60.9	71.0	90.6	96.4	42.2
Australasia							
Australia	657.3	737.7	783.3	948.3	1,039.0	982.6	15.0
New Zealand	87.8	99.8	98.4	117.8	118.3	113.0	5.2

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Asia Pacific and Australasia: GDP per Capita 2004-2009

Table 2.2

US\$ per capita / % change

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Asia Pacific							
China	1,495	1,720	2,033	2,573	3,275	3,697	147.3
Hong Kong, China	24,454	26,092	27,699	29,898	30,754	29,808	21.9
India	658	762	844	1,053	1,112	1,089	65.5
Indonesia	1,188	1,304	1,642	1,923	2,248	2,345	97.3
Japan	36,044	35,629	34,144	34,264	38,262	39,749	10.3
Malaysia	4,877	5,280	5,878	6,849	8,012	6,810	39.7
Philippines	1,044	1,162	1,354	1,627	1,850	1,748	67.4
Singapore	25,756	27,590	30,457	36,559	41,679	38,714	50.3
South Korea	15,029	17,551	19,707	21,653	19,189	17,058	13.5
Taiwan	15,042	16,080	16,527	17,184	17,540	16,433	9.3
Thailand	2,584	2,803	3,266	3,868	4,236	4,078	57.8
Vietnam	553	636	722	831	1,047	1,101	98.9
Australasia							
Australia	32,656	36,171	37,843	45,000	48,482	45,082	38.1
New Zealand	21,473	24,136	23,508	27,858	27,717	26,217	22.1

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Asia Pacific and Australasia: GDP Measured at Purchasing Power Parity (PPP) 2004-2009

Table 2.3

International \$ billion / % change

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Asia Pacific							
China	4,698.1	5,313.7	6,125.0	7,119.7	7,627.3	8,765.1	86.6
Hong Kong, China	219.6	243.1	268.6	293.9	306.7	301.8	37.5
India	2,239.0	2,526.7	2,887.8	3,268.3	3,500.0	3,785.9	69.1
Indonesia	650.2	705.2	768.2	840.0	909.8	962.5	48.0
Japan	3,666.3	3,872.8	4,080.6	4,296.6	4,336.0	4,160.2	13.5
Malaysia	277.7	301.3	329.4	359.6	384.3	382.3	37.7
Philippines	230.9	250.2	272.2	299.9	317.4	325.1	40.8
Singapore	166.6	185.3	206.0	233.7	257.2	246.9	48.2
South Korea	1,015.5	1,096.7	1,191.1	1,287.8	1,345.5	1,364.1	34.3
Taiwan	565.9	607.0	660.8	720.5	741.2	735.1	29.9
Thailand	414.2	445.8	483.4	521.7	546.0	540.1	30.4
Vietnam	159.9	178.1	198.9	222.0	240.5	256.6	60.4
Australasia							
Australia	653.8	696.0	737.2	794.1	830.3	850.9	30.2
New Zealand	85.9	92.8	98.2	102.4	108.5	114.6	33.5

Source: Euromonitor International from IMF

– Consumer Health

Asia Pacific and Australasia: Value Sales of Consumer Health 2004-2009

Table 3.13

US\$ million/US\$ per capita

	2004	2005	2006	2007	2008	2009	US\$ per capita 2009
Asia Pacific							
China	7,525.2	8,286.2	9,315.7	10,661.7	12,626.5	13,477.9	10.15
Hong Kong, China	423.6	440.6	458.8	492.6	524.1	555.2	78.59
India	1,219.5	1,350.1	1,423.6	1,689.4	1,785.6	1,865.6	1.60
Indonesia	1,004.4	1,097.1	1,374.7	1,619.5	1,769.9	1,829.5	7.96
Japan	21,171.6	21,397.4	20,598.3	20,340.7	23,368.0	25,620.8	200.80
Malaysia	394.3	414.5	471.5	536.2	600.8	617.8	21.99
Philippines	559.5	610.3	710.1	859.8	936.3	907.0	9.84
Singapore	358.8	381.6	426.9	464.4	512.3	485.2	103.09
South Korea	2,543.1	3,053.9	3,334.0	3,501.8	3,013.1	2,537.0	52.04
Taiwan	1,598.0	1,779.5	1,870.1	1,975.9	2,174.4	2,161.1	93.82
Thailand	725.0	781.6	907.4	1,072.6	1,203.9	1,318.3	20.37
Vietnam	144.1	154.9	166.2	178.8	189.2	189.1	2.16
Australasia							
Australia	1,840.6	2,029.9	2,081.6	2,425.7	2,563.6	2,412.8	110.70
New Zealand	232.9	264.5	253.4	295.8	291.5	258.2	59.90

Source: Euromonitor International from trade sources

Asia Pacific and Australasia: Forecast Value Sales of Consumer Health 2009-2014

Table 3.14

US\$ million/US\$ per capita

	2009	2010	2011	2012	2013	2014	US\$ per capita 2014
Asia Pacific							
China	13,477.9	14,241.5	15,073.5	15,938.8	16,779.6	17,588.9	12.97
Hong Kong, China	555.2	572.0	583.6	592.0	597.5	600.0	81.26
India	1,865.6	1,977.9	2,089.7	2,199.1	2,304.6	2,406.0	1.93
Indonesia	1,829.5	1,961.6	2,105.5	2,261.5	2,430.8	2,614.2	10.80
Japan	25,620.8	25,695.8	25,772.4	25,838.1	25,888.5	25,929.9	205.44
Malaysia	617.8	644.4	670.4	695.3	719.0	741.5	24.47
Philippines	907.0	916.9	931.3	950.3	974.0	1,003.3	9.93
Singapore	485.2	494.0	502.3	510.4	518.3	525.8	105.08
South Korea	2,537.0	2,505.1	2,486.7	2,480.5	2,486.3	2,502.7	50.84
Taiwan	2,161.1	2,233.5	2,293.7	2,345.2	2,383.9	2,413.8	103.44
Thailand	1,318.3	1,417.3	1,518.0	1,620.5	1,723.5	1,825.8	27.47
Vietnam	189.1	194.9	201.0	207.3	213.6	220.1	2.36
Australasia							
Australia	2,412.8	2,478.5	2,523.5	2,554.5	2,576.8	2,590.3	111.13
New Zealand	258.2	262.2	265.4	267.9	269.9	271.6	60.19

Source: Euromonitor International from trade sources

– DIY and gardening

Asia Pacific and Australasia: Value Sales of DIY and Gardening 2004-2009

Table 3.15

US\$ million/US\$ per capita

	2004	2005	2006	2007	2008	2009	US\$ per capita 2009
Asia Pacific							
China	31,672.2	37,031.0	44,704.9	54,420.6	60,498.4	69,592.2	52.30
Hong Kong, China							
India	2,362.1	2,958.8	3,447.1	4,560.8	5,081.5	5,846.8	4.98
Indonesia							
Japan	47,188.7	47,833.4	46,778.1	47,905.4	56,726.0	63,778.5	499.93
Malaysia	509.5	561.4	640.3	732.6	802.4	847.7	30.17
Philippines							
Singapore	200.7	213.9	231.6	254.8	279.0	314.1	66.73
South Korea	2,895.6	3,172.7	3,613.6	3,915.0	3,418.2	2,770.2	56.83
Taiwan	500.4	549.1	575.5	593.5	663.5	601.2	26.10
Thailand							
Vietnam							
Australasia							
Australia	7,182.0	7,732.6	7,764.4	8,384.8	8,861.6	7,086.5	328.29
New Zealand							

Source: Euromonitor International from trade sources

– Market Growth Rankings

Alcoholic Drinks Off-Trade Ranked by Fastest Real Growth 2004-2009

Table 4.1

Country		Real Growth National Currencies
1	China	47.36
2	India	35.78
3	Philippines	20.93
4	New Zealand	13.62
5	Singapore	11.79
6	Malaysia	5.93
7	Japan	1.34
8	Australia	-0.18
9	Taiwan	-0.51
10	South Korea	-2.99
11	Indonesia	-3.14
12	Thailand	-11.54
13	Vietnam	-12.94
14	Hong Kong, China	-14.37

Source: Euromonitor International from Trade Sources

Alcoholic Drinks On-Trade Ranked by Fastest Real Growth 2004-2009

Table 4.2

Country		Real Growth National Currencies
1	China	64.61
2	India	39.63
3	Singapore	12.46
4	Philippines	9.11
5	New Zealand	7.23
6	Indonesia	3.29
7	Malaysia	2.02
8	Vietnam	-1.47
9	Thailand	-2.49
10	Australia	-5.77
11	South Korea	-9.31
12	Japan	-11.60
13	Taiwan	-15.83
14	Hong Kong, China	-21.57

Source: Euromonitor International from Trade Sources

Beauty and Personal Care Ranked by Fastest Real Growth 2004-2009

Table 4.3

Country		Real Growth National Currencies
1	China	49.15
2	India	24.71
3	Thailand	23.90
4	Singapore	20.42
5	Malaysia	13.94
6	Taiwan	13.78
7	Indonesia	10.73
8	Hong Kong, China	8.68
9	New Zealand	7.20
10	South Korea	6.55
11	Australia	3.82
12	Japan	3.06
13	Philippines	-1.75
14	Vietnam	-4.54

Source: Euromonitor International from Trade Sources

Clothing and Footwear Ranked by Fastest Real Growth 2004-2009

Table 4.4

Country		Real Growth National Currencies
1	China	49.02
2	India	27.80
3	Malaysia	21.35
4	Singapore	-7.23
5	Japan	-9.39
6	South Korea	-10.24
7	Taiwan	-10.35
8	Australia	-11.48

Source: Euromonitor International from Trade Sources

Consumer Appliances Ranked by Fastest Real Growth 2004-2009

Table 4.5

Country		Real Growth National Currencies
1	China	71.83
2	Vietnam	48.25
3	India	42.79
4	Malaysia	21.55
5	Indonesia	17.49
6	South Korea	12.98
7	Australia	7.07
8	Singapore	4.14
9	Japan	2.78
10	Philippines	-1.49
11	Thailand	-2.22

Source: Euromonitor International from Trade Sources

Consumer Electronics Ranked by Fastest Real Growth 2004-2009

Table 4.6

Country		Real Growth National Currencies
1	India	82.85
2	Malaysia	59.50
3	Hong Kong, China	34.89
4	China	25.07
5	South Korea	24.58
6	Australia	21.22
7	Thailand	16.65
8	Singapore	14.55
9	Taiwan	1.75
10	Japan	0.62

Source: Euromonitor International from Trade Sources

Consumer Health Ranked by Fastest Real Growth 2004-2009

Table 4.7

Country		Real Growth National Currencies
1	Indonesia	39.24
2	China	29.09
3	Thailand	27.01
4	Taiwan	26.13
5	Malaysia	23.44
6	Hong Kong, China	17.88
7	India	14.65
8	Australia	11.30
9	Singapore	10.94
10	New Zealand	6.13
11	Japan	5.79
12	Philippines	4.36
13	South Korea	-0.98
14	Vietnam	-10.99

Source: Euromonitor International from Trade Sources

Hong Kong

Socio-Economic Parameters

– Economic Indicators

Hong Kong: GDP 2004-2009

Table 5.149

As stated

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Total GDP (HK\$ million)	1,291,920	1,382,590	1,475,360	1,615,460	1,675,320	1,632,280	26.3
Total GDP (HK\$ per capita)	190,450	202,928	215,158	233,249	239,478	231,066	21.3
GDP Measured at Purchasing Power Parity (million international \$)	219,565	243,071	268,638	293,934	306,667	301,827	37.5

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Hong Kong: GDP by Origin 2004-2009

Table 5.150

HK\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% analysis 2009
Agriculture, hunting, forestry and fishing	5,202	5,130	5,198	895	823	645	-88.1	0.0
Mining and quarrying	72	100	93	114	96	87	16.5	0.0
Manufacturing	44,455	45,547	45,761	39,320	39,258	34,251	-26.1	2.2
Electricity, gas and water supply	39,726	39,924	40,364	39,674	38,554	35,228	-14.9	2.3
Construction	40,376	38,538	38,688	40,154	47,936	47,478	12.8	3.1
Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods	307,667	345,934	351,497	369,712	385,927	370,424	15.5	24.3
Hotels and restaurants	33,109	36,509	41,407	47,634	49,723	50,396	46.0	3.3
Transport, storage and communications	126,820	135,119	137,166	141,752	121,620	108,089	-18.2	7.1
Financial intermediation, real estate, renting and business activities	266,855	294,261	356,371	450,997	421,992	424,747	52.7	27.9
Public administration and defence; compulsory social security	102,762	96,147	96,746	97,635	99,755	93,519	-12.7	6.1
Education, health, social work and other community, social, personal service activities	154,868	157,165	159,601	167,478	177,796	178,191	10.4	11.7
Activities of households	122,906	138,455	150,408	156,634	179,678	179,947	40.5	11.8
GDP by origin	1,244,819	1,332,830	1,423,299	1,551,998	1,563,160	1,523,001	17.4	100.0

Source: Euromonitor International from national statistics

Hong Kong: Annual Rates of Inflation 2004-2009

Table 5.151

% growth

	2004	2005	2006	2007	2008	2009
Inflation	-0.4	0.9	2.1	2.0	4.3	0.6

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics and World Economic Outlook/UN/national statistics

– Foreign Trade

Hong Kong: Imports and Exports of Goods and Services and Trade Balance 2004-2009

Table 5.152

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009
Exports	259,260.0	289,337.0	316,816.0	344,509.0	362,675.0	318,510.0	11.0
Imports	271,074.0	299,533.0	334,681.0	367,647.0	388,505.0	347,311.0	15.8
Trade Balance	-11,814.0	-10,196.0	-17,865.0	-23,138.0	-25,830.0	-28,801.0	

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Hong Kong: Imports from Africa 2004-2009

Table 5.153

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Africa	980.51	1,054.79	1,064.85	1,014.34	1,140.86	1,215.70	12.03	0.35
South Africa	659.80	619.25	493.77	491.68	567.99	759.65	4.03	0.22
Angola	0.45	87.95	150.24	49.68	121.45	133.47	26,629.55	0.04
Morocco	110.93	151.79	199.03	220.44	182.17	108.86	-11.33	0.03
Kenya	48.61	37.75	42.50	41.33	52.84	44.39	-17.48	0.01
Nigeria	19.18	25.36	52.60	48.46	43.38	31.85	50.06	0.01
Tanzania	20.61	19.22	18.53	26.96	21.60	16.47	-27.76	0.00
Madagascar	8.03	12.20	7.79	9.10	10.33	13.91	56.54	0.00
Uganda	12.29	12.41	12.10	13.77	10.94	11.98	-11.91	0.00
Mauritius	8.50	6.18	9.61	12.46	6.93	11.83	25.78	0.00
Mozambique	11.60	2.83	2.17	8.01	10.73	10.82	-15.76	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Imports from the Middle East 2004-2009

Table 5.154

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Middle East	3,522.91	3,936.76	4,235.81	4,320.83	4,766.84	4,372.01	12.13	1.26
United Arab Emirates	1,301.98	1,323.18	1,405.75	1,499.95	1,677.36	1,771.05	22.91	0.51
Israel	1,126.45	1,508.10	1,755.17	1,836.45	2,062.44	1,529.65	22.70	0.44
Saudi Arabia	372.50	435.60	483.19	470.28	428.56	462.74	12.24	0.13
Egypt	64.10	135.36	87.69	125.99	196.42	198.44	179.71	0.06
Iran	126.54	189.99	167.77	189.33	179.07	156.01	11.39	0.04
Oman	36.08	30.19	53.10	77.02	77.99	91.65	129.54	0.03
Kuwait	412.31	223.22	208.20	71.20	65.03	82.49	-81.92	0.02
Bahrain	27.17	45.63	21.95	5.98	20.63	40.02	33.07	0.01
Qatar	25.55	21.63	27.63	19.62	23.51	13.64	-51.78	0.00
Yemen	15.67	14.05	13.59	12.95	21.22	13.63	-21.38	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Imports from Asia-Pacific 2004-2009

Table 5.155

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Asia Pacific	188,000.44	211,631.68	237,778.10	264,078.82	279,205.70	245,884.04	18.17	70.80
China	117,865.34	134,866.08	153,627.13	170,286.90	181,118.94	161,118.14	23.51	46.39
Japan	32,905.37	32,974.92	34,543.63	36,830.59	38,219.52	30,489.94	-16.28	8.78
Singapore	14,240.27	17,383.71	21,222.90	24,963.17	25,015.64	22,538.08	43.00	6.49
South Korea	12,906.37	13,250.69	15,421.50	15,311.70	15,158.75	12,092.13	-15.35	3.48
Malaysia	6,673.61	7,340.79	7,774.06	8,045.98	8,492.20	8,774.09	18.79	2.53
Thailand	4,863.40	5,974.08	6,823.40	7,497.71	8,185.60	7,427.05	37.98	2.14
India	3,772.02	4,585.78	4,741.77	6,121.15	7,468.30	6,787.14	62.58	1.95
Philippines	4,360.53	4,916.08	5,187.74	6,122.07	6,213.25	4,204.69	-12.88	1.21
Indonesia	1,749.91	1,925.50	1,926.80	2,072.34	2,304.62	2,294.04	18.45	0.66
Vietnam	448.83	497.19	622.88	743.59	999.64	1,276.72	157.01	0.37

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Imports from Australasia 2004-2009

Table 5.156

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Australasia	2,094.37	2,082.98	2,501.89	2,516.02	2,569.19	2,470.45	6.58	0.71
Australia	1,733.13	1,744.51	2,116.07	2,089.52	2,081.10	2,022.70	5.45	0.58
New Zealand	318.91	288.29	344.39	380.81	429.76	428.17	21.31	0.12
Other Australasian countries	42.33	50.18	41.43	45.69	58.33	19.58	-58.21	0.01

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Hong Kong: Imports from Europe 2004-2009

Table 5.157

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Europe	25,654.59	26,783.33	28,394.38	31,252.84	35,759.90	32,638.33	14.95	9.40
Germany	5,134.83	5,276.75	5,707.73	6,154.68	6,857.38	6,461.60	13.70	1.86
Switzerland	3,478.52	3,675.05	3,624.17	4,565.17	5,995.43	5,327.09	38.37	1.53
United Kingdom	3,703.45	3,984.54	4,046.85	3,873.67	4,885.34	4,662.91	13.76	1.34
Italy	3,339.23	3,411.42	3,683.82	4,112.90	4,382.06	3,608.63	-2.36	1.04
France	2,301.23	2,528.09	2,660.24	2,956.61	3,233.06	3,042.19	19.45	0.88
Belgium	1,822.10	1,911.75	2,392.71	2,590.38	2,627.39	2,502.46	24.09	0.72
Netherlands	1,552.76	1,698.77	1,654.04	1,818.04	2,055.53	1,999.67	16.36	0.58
Ireland	982.84	856.60	875.70	1,118.67	1,204.89	1,138.96	4.71	0.33
Spain	470.62	501.68	551.01	652.75	819.90	695.73	33.57	0.20
Denmark	564.63	577.53	694.23	606.05	683.55	576.88	-7.69	0.17

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Imports from Latin America 2004-2009

Table 5.158

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Latin America	1,930.10	2,006.55	2,335.62	3,038.85	3,533.79	4,207.86	96.98	1.21
Brazil	879.21	919.86	1,083.52	1,427.96	1,824.03	1,937.17	99.08	0.56
Costa Rica	271.63	263.83	351.37	498.05	412.37	622.78	107.16	0.18
Chile	190.78	164.77	169.73	165.96	210.79	485.64	130.00	0.14
Mexico	167.47	211.16	258.79	298.22	389.02	383.81	107.07	0.11
Argentina	221.05	223.25	223.46	262.24	262.06	273.81	11.92	0.08
Venezuela	15.08	18.15	14.87	109.85	149.52	201.74	1,108.63	0.06
Uruguay	29.69	31.60	27.94	36.42	55.61	80.06	143.65	0.02
Peru	38.21	47.80	37.87	52.99	57.76	55.10	30.29	0.02
El Salvador	7.53	18.94	39.05	45.29	26.60	33.75	305.14	0.01
Panama	15.56	18.06	22.12	29.08	24.63	26.93	56.36	0.01

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Imports from North America 2004-2009

Table 5.159

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
North America	15,678.78	16,640.34	17,469.01	19,406.21	21,059.59	19,733.30	13.72	5.68
USA	14,477.10	15,419.18	16,044.21	17,922.18	19,518.89	18,530.88	15.65	5.34
Canada	1,201.69	1,221.16	1,424.80	1,484.03	1,540.70	1,202.42	-9.59	0.35

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Hong Kong: Exports to Africa 2004-2009

Table 5.160

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total exports 2009
Africa	1,574.26	1,438.94	1,697.01	1,887.34	2,105.09	1,769.09	1.54	0.56
South Africa	746.24	698.72	802.20	782.18	800.39	598.88	-27.49	0.19
Nigeria	121.60	87.29	124.37	195.30	305.13	231.17	71.77	0.07
Kenya	67.35	65.30	67.87	82.79	107.21	122.04	63.74	0.04
Morocco	30.55	30.46	65.59	96.36	107.09	112.05	231.34	0.04
Ghana	23.84	17.44	19.18	27.12	40.39	66.71	152.85	0.02
Tunisia	14.59	16.13	24.78	33.36	37.73	57.19	254.05	0.02
Angola	18.49	28.63	32.04	43.28	88.05	54.30	165.43	0.02
Madagascar	103.69	86.39	88.18	124.19	109.53	54.20	-52.77	0.02
Algeria	8.31	13.10	22.22	25.57	31.96	38.08	314.27	0.01
Mauritius	63.88	42.01	45.03	49.82	47.57	37.14	-47.47	0.01

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Hong Kong: Exports to the Middle East 2004-2009

Table 5.161

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total exports 2009
Middle East	3,707.88	3,923.67	4,466.44	5,222.84	5,847.35	4,997.20	21.77	1.57
United Arab Emirates	1,923.91	1,918.83	2,064.84	2,589.22	2,714.76	2,544.83	19.51	0.80
Israel	870.36	1,094.80	1,322.48	1,486.40	1,719.08	1,059.75	10.01	0.33
Saudi Arabia	296.02	300.96	367.03	407.63	543.62	572.54	74.75	0.18
Egypt	131.31	131.45	151.45	174.63	214.53	226.07	55.56	0.07
Kuwait	52.07	53.07	56.07	57.58	119.28	115.40	100.26	0.04
Jordan	201.80	199.08	226.71	215.38	181.21	104.28	-53.31	0.03
Iran	50.13	61.32	84.99	83.49	107.73	101.00	82.04	0.03
Bahrain	41.00	37.21	42.79	56.51	64.80	75.42	66.19	0.02
Lebanon	46.40	40.37	56.67	43.92	58.99	62.04	20.82	0.02
Oman	17.18	16.40	23.27	31.28	38.24	52.79	177.64	0.02

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

– Population

Hong Kong: Total Population by Age (National Estimates at January 1st) 2004-2009

Table 5.167

	2004	2005	2006	2007	2008	2009	% change 2004-2009	% analysis 2009
0-4 yrs	227.7	221.1	213.0	214.6	225.1	233.9	2.7	3.3
5-9 yrs	355.6	332.8	314.1	295.4	282.2	274.1	-22.9	3.9
10-14 yrs	421.9	415.0	412.1	411.2	397.8	381.5	-9.6	5.4
15-19 yrs	435.8	434.2	436.2	442.3	446.5	438.2	0.6	6.2
20-24 yrs	465.7	470.9	472.4	466.7	491.3	500.6	7.5	7.1
25-29 yrs	485.5	486.7	502.3	514.9	534.9	552.2	13.7	7.8
30-34 yrs	564.1	556.4	548.4	551.2	544.9	545.7	-3.3	7.7
35-39 yrs	614.9	590.9	579.4	575.9	567.3	564.4	-8.2	8.0
40-44 yrs	699.2	689.2	669.7	652.6	613.4	586.3	-16.1	8.3
45-49 yrs	626.4	648.2	659.4	658.5	665.9	667.2	6.5	9.4
50-54 yrs	491.0	509.9	531.6	557.8	589.6	612.9	24.8	8.7
55-59 yrs	345.9	388.1	422.5	441.2	462.2	483.1	39.7	6.8
60-64 yrs	230.8	235.1	243.9	272.2	304.8	338.3	46.6	4.8
65-69 yrs	248.2	246.2	241.8	234.4	224.4	223.0	-10.1	3.2
70-74 yrs	227.9	228.3	228.3	234.9	234.0	233.3	2.4	3.3
75-79 yrs	163.1	169.8	178.6	184.7	190.1	198.5	21.7	2.8
80+ yrs	179.8	190.4	203.4	217.4	221.2	230.9	28.4	3.3
Population	6,783.5	6,813.2	6,857.1	6,925.9	6,995.7	7,064.1	4.1	100.0

Source: Euromonitor International from national statistics/UN

Hong Kong: Total Population by Gender (National Estimates at January 1st) 2004-2009

Table 5.168

	2004	2005	2006	2007	2008	2009	% change 2004-2009	% analysis 2009
Male population	3,266.8	3,264.0	3,270.1	3,287.4	3,298.5	3,313.8	1.4	46.9
Female population	3,516.7	3,549.2	3,587.0	3,638.5	3,697.2	3,750.3	6.6	53.1
Population	6,783.5	6,813.2	6,857.1	6,925.9	6,995.7	7,064.1	4.1	100.0

Source: Euromonitor International from national statistics/UN

Hong Kong: Total Population (National Estimates at Mid-Year) 2004-2009

Table 5.169

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Population at Mid-Year	6,798.4	6,835.2	6,891.5	6,960.8	7,029.9	7,097.5	4.4

Source: National statistical offices/UN/Euromonitor International

– Health

Hong Kong: Life and Healthy Life Expectancy at Birth: Total Population 2004-2009

Table 5.170

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Life expectancy at birth: total population	81.8	81.6	82.4	82.4	82.3	82.4	0.8

Source: Euromonitor International from World Bank

Hong Kong: Fertility, Birth and Infant Mortality Rates 2004-2009

Table 5.171

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Fertility Rates (children born per female)	0.9	1.0	1.0	1.0	1.0	1.1	14.35
Birth Rates (per '000 inhabitants)	7.3	8.4	9.6	10.2	10.5	10.7	45.14
Infant Mortality Rates (per '000 live births)	2.2	2.1	1.9	1.9	1.8	1.7	-20.52

Source: Euromonitor International from UN/national statistical offices/Eurostat

Hong Kong: Smoking Prevalence and Obesity in Population Aged 15+ 2004-2009

Table 5.172

	2004	2005	2006	2007	2008	2009
Smoking Prevalence Among Total Adult Population (% of total adult population)	13.5	13.5	13.4	13.3	13.2	13.2
Obese Population (BMI 30kg/ Sq M or More) (% of population aged 15+)	4.7	4.8	5.0	5.2	5.4	5.6

Source: OECD/International Obesity Taskforce/Euromonitor International

–Household Characteristics

Hong Kong: Number of Households and Average Number of Occupants 2004-2009

Table 5.173

As stated

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Households ('000)	2,155.29	2,190.70	2,226.55	2,261.45	2,296.33	2,330.88	8.15
Occupants per Household at January 1st (number)	3.15	3.11	3.08	3.06	3.05	3.03	-3.71

Source: National statistical offices/Euromonitor International

–Possession of Household Durables

Hong Kong: Possession of Household Durables 2004-2009

Table 5.174

per 100 households

	2004	2009	% change 2004-2009
Air conditioner	79.3	83.5	5.3
Bicycle	69.8	73.1	4.8
Black and white TV set	2.1	0.5	-75.1
Camera	87.3	92.9	6.4
CD player	57.7	53.1	-8.0
Colour TV set	99.5	99.5	0.1
Dishwasher	12.9	20.4	57.4
Freezer	32.9	37.4	13.9
Hi-fi stereo	53.0	55.2	4.1
Microwave oven	71.2	78.1	9.6
Motorcycle	30.7	31.3	1.9
Passenger car	18.0	20.5	14.1
Personal computer	71.1	77.0	8.3
Refrigerator	97.4	99.6	2.2
Telephone	98.0	98.1	0.1
Tumble drier	24.7	18.8	-23.6
Vacuum cleaner	75.6	85.6	13.2
Video camera	30.5	28.9	-5.2
Videotape recorder	73.3	66.5	-9.3
Washing machine	93.6	95.0	1.6

Source: National statistical offices/Euromonitor International

–Labour

Hong Kong: Economically Active Population 2004-2009

Table 5.175

As stated

	2004	2005	2006	2007	2008	2009	% change 2004-2009	% of EAP 2009
Economically Active Population ('000)	3,520.0	3,555.7	3,551.5	3,611.2	3,609.2	3,632.3	3.2	100.0
Economically Active Male Population ('000)	1,944.0	1,947.8	1,923.7	1,934.7	1,899.3	1,887.7	-2.9	52.0
Unemployment Rate (% of economically active population)	6.9	5.6	4.8	4.0	3.5	5.2	-24.2	

Source: International Labour Organisation/Euromonitor International

Hong Kong: Economically Active Population by Age 2004-2009

Table 5.176

'000

	2004	2005	2006	2007	2008	2009	% change 2004-2009	% analysis 2009
15-19 yrs	70.3	65.5	59.8	62.6	61.3	58.5	-16.8	1.6
20-24 yrs	326.7	328.0	328.9	323.2	322.4	321.7	-1.5	8.9
25-29 yrs	433.1	429.1	454.7	462.7	481.5	500.3	15.5	13.8
30-34 yrs	483.5	481.5	465.0	467.2	447.7	440.8	-8.8	12.1
35-39 yrs	503.6	493.4	467.4	470.0	451.2	442.5	-12.1	12.2
40-44 yrs	558.7	559.4	529.3	524.5	493.5	470.7	-15.8	13.0
45-49 yrs	485.1	503.6	511.0	519.5	522.3	523.9	8.0	14.4
50-54 yrs	351.2	358.9	376.9	396.4	420.4	438.5	24.9	12.1
55-59 yrs	196.4	221.2	237.1	252.9	262.9	274.7	39.9	7.6
60-64 yrs	67.5	71.1	75.7	88.6	102.4	117.2	73.6	3.2
65+ yrs	43.9	44.0	45.8	43.7	43.5	43.7	-0.5	1.2

Source: International Labour Organisation/Euromonitor International