



Hong Kong's Consumption Voucher Scheme 2021

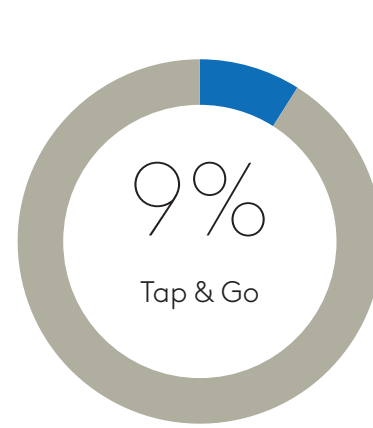
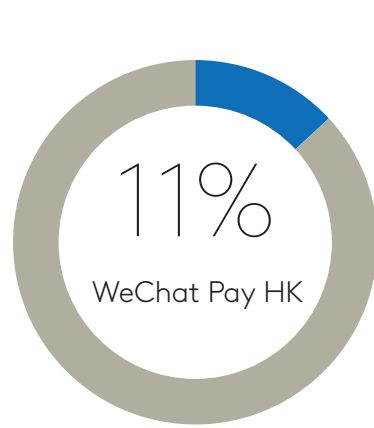
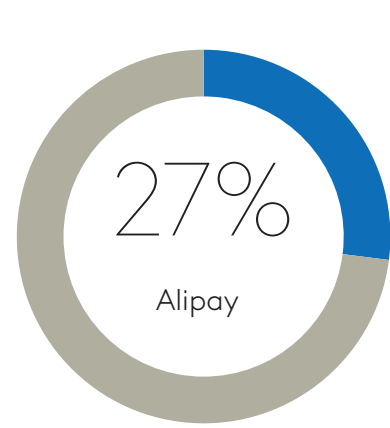
Exploring the sentiments and intended behaviours of Hong Kong residents under the Consumption Voucher Scheme and the future of electronic payments.

As the Scheme rolls out for electronic vouchers to be made available to qualified Hong Kong residents to the value of HK\$5000, how will consumers be spending these?

53% will choose the Octopus Card



Other providers will take a lesser share;



The top five areas of spending are mainly focused on daily and household essentials



1.

Supermarket & Daily Groceries



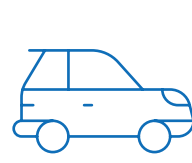
2.

Electronic Products and Home Appliances



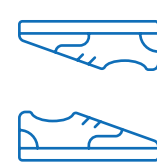
3.

Dining Service



4.

Transportation

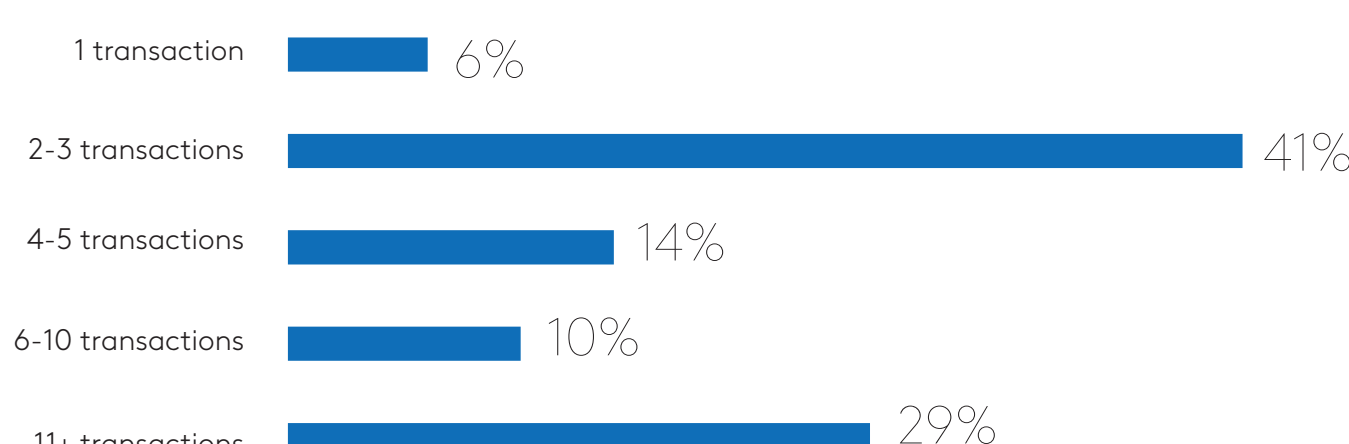


5.

Fashion & Shoes

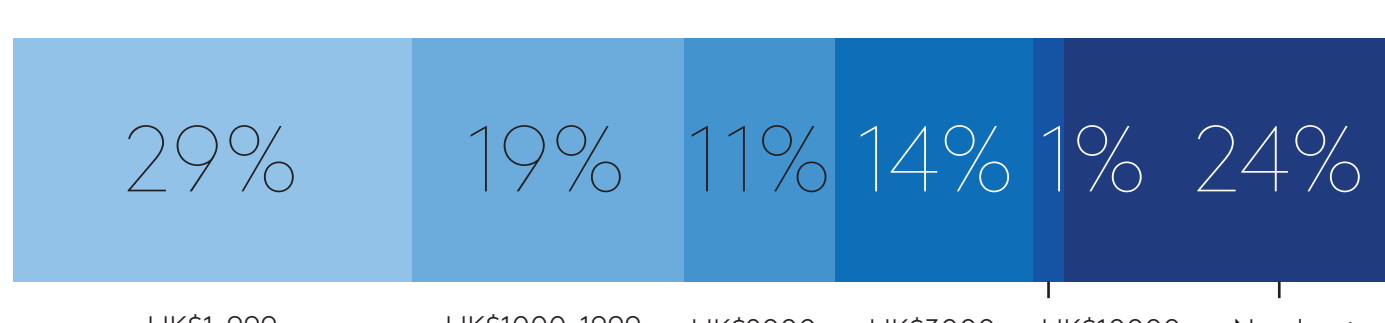
Vouchers will be spent in larger value purchases

Almost half intend to spend their allocated HK\$5000 in 1-3 purchases



And should their desired purchases exceed the HK\$5000 value...

76% are willing to add their own funds

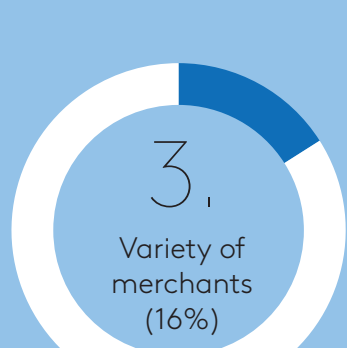
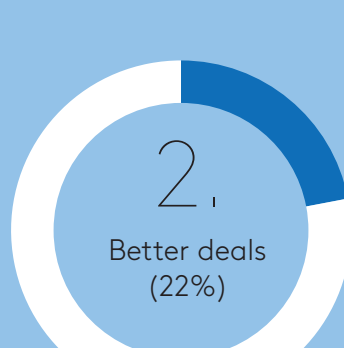
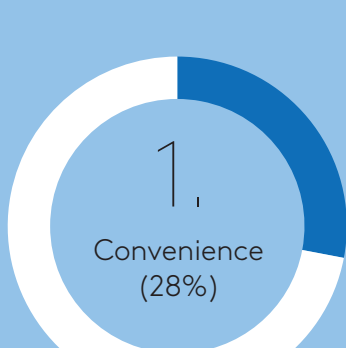


A shift in electronic payment usage

3/4 Hong Kong residents plan to continue using electronic payment tools after 'The Scheme'.



Why?



About This Study

This study was conducted using Kantar's LifePoints Panel, part of the Kantar Profiles Network. We interviewed 869 permission-based respondents who qualified as Hong Kong residents interviewed between 30th June- 7th July 2021.

Reach out for more information or the full report at profiles@kantar.com