

# HONG KONG ADSPEND REPORT 2024

# Local Adspend in 2024 reached 29.8 billion with a decrease of 1.3% YOY

According to data collected by admanGo, the total adspend (excluding SEM) in Hong Kong reached HK\$29.8 billion in 2024, representing a 1.3% YOY decline. As Hong Kong fully reopened its borders with Mainland China in the first quarter of 2023 creating a high comparison base, a 4.9% YOY decrease in adspend was recorded for the first quarter of 2024. However, the government's proactive promotion of mega-events in the second quarter, the expansion of Individual Visit Scheme cities, and the consumer boost driven by the Paris Olympics in the third quarter contributed to YOY increases of 2.2% and 2.5% in adspend for the second and third quarters respectively. Nevertheless, uncertainties in the global economy, coupled with advertisers adjusting their strategies to accommodate changes in local consumption patterns and outbound travel habits, led to a 4.7% YOY decline in adspend for the fourth quarter.

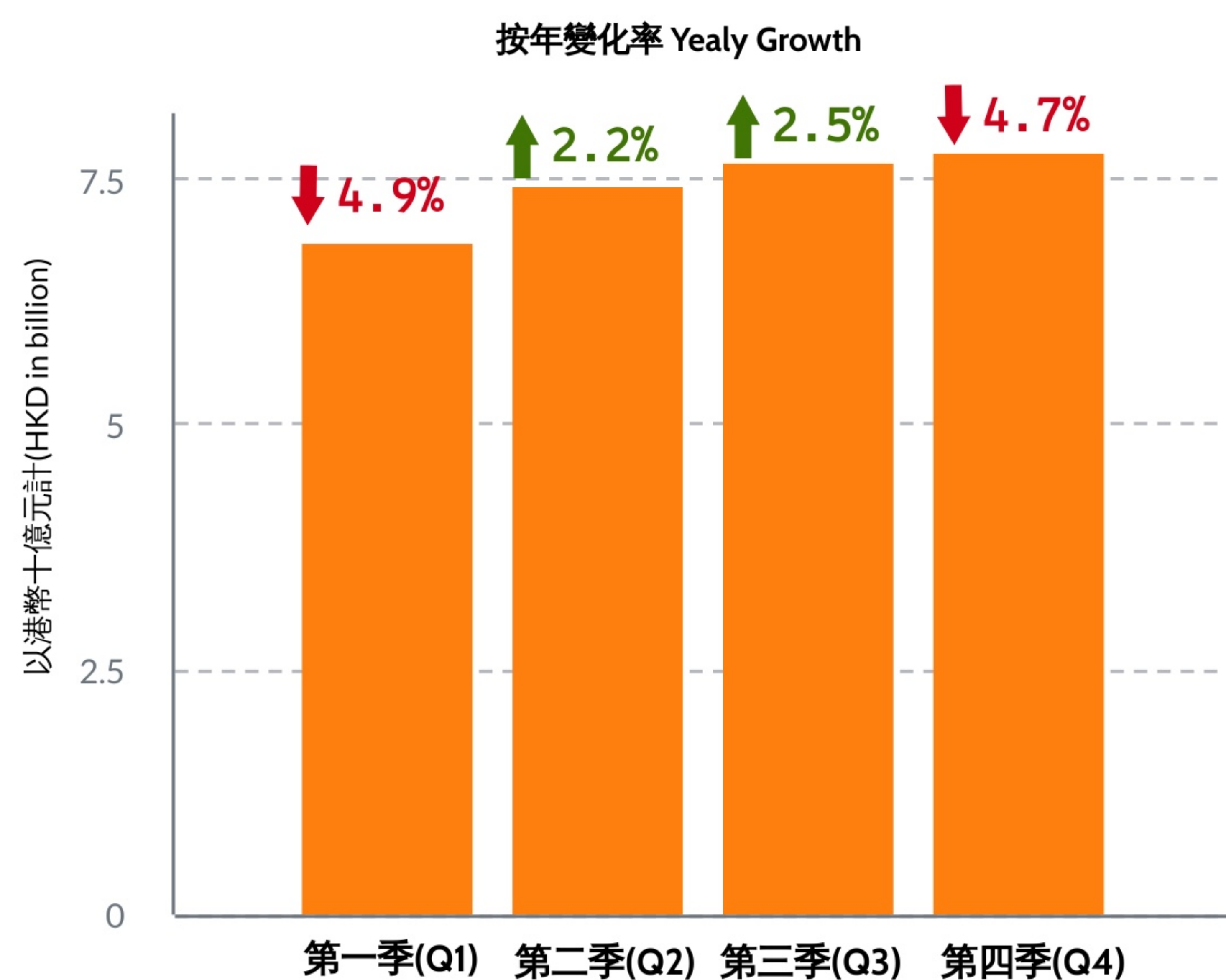
In the media sector, Social Media adspend recorded a 15% YOY increase in 2024, making it the best-performing media. Among them, Instagram adspend saw a significant YOY rise of 31%, while Facebook also recorded a 6% YOY increase. The data indicated that Social Media continued to be highly valued by advertisers in 2024. Additionally, Outdoor experienced a notable 11% YOY growth, making it the best-performing traditional media.

Moreover, admanGo is delighted to introduce our new Keyword Intelligence (KI) service to monitor advertisers' adspend on Search Engine Marketing (SEM). Hong Kong SEM adspend reached 5.3 billion in 2024, accounting for 15% of media share. Among SEM adspend, text ads represented 87%, while shopping ads made up the remaining 13%. SEM was the fourth-ranked medium in terms of media market share, following Desktop/Mobile, Social Media, and TV, making it a highly valued medium among advertisers. (Due to the lack of SEM Adspend data in 2023 for comparison, SEM adspend is not included in adspend data presented in the rest of this report.)

## 十大最高廣告支出行業 (2024年) Top 10 Industries (2024)

排名 Rank	2023年排名 Rank in 2023	行業 Industries	按年變化率 YOY
1	1	Banking & Investment Services 銀行、信用卡及投資服務	-8%
2	2	Pharmaceuticals & Healthcare 藥物及醫護	11%
3	3	Toiletries & Household 浴室及家居用品	3%
4	4	Cosmetics & Skincare 化妝及護膚用品	-2%
5	5	Restaurants 餐廳	16%
6	6	Retail 零售	15%
7	8	Travel & Tourism Services 旅遊	11%
8	9	Health & Beauty Food 健美食品及補充劑	3%
9	10	Beverages 飲品	8%
10	11	Fashion, Accessories & Eyewear 時裝及飾物	4%

## 香港總廣告支出 (2024年) Total Adspend in Hong Kong (2024)



\*Adspend is the advertising spending which is calculated based on the rate cards provided by the media owners. All adspend figures in this report have taken into consideration the discount factor based on an assumption of 75% off rate card rate. Actual discounts may vary.

\*\* admanGo's digital adspend monitoring coverage only includes display ads. Search ads is not part of our coverage.

\*\*\* Social Media Adspend (Facebook, Instagram & YouTube Branded Content Adspend) is included in this report.

\*\*\*\* House Ads are excluded from the calculation of adspend in this report.

\*\*\*\*\* Due to the lack of SEM Adspend data in 2023 for comparison, SEM adspend is not included in adspend data presented in this report.

# Pharmaceuticals, Restaurants, Retail and Travel Achieved Double-Digit Growth

Among the Top 10 Industries with the highest adspend, most recorded positive YOY growth, with four industries achieving double-digit increases. Restaurants (ranked 5th in adspend) recorded a significant 16% YOY increase in 2024 among the Top 10 industries, making it the best-performing industry in terms of growth. Within the Top 10 Advertiser Groups, McDonald's (ranked 10th in adspend) also achieved a remarkable 48% YOY increase in adspend.

Retail adspend recorded a 15% YOY increase in 2024, ranking 2nd in terms of growth. However, DFI Retail Group (ranked 4th in adspend) among the Top 10 Advertiser Groups saw adspend decline by 12% YOY in 2024.

The enthusiasm for travel among the people in Hong Kong continued to rise in 2024. Among the Top 10 Industries with the highest adspend, Travel & Tourism Services (ranked 7th in adspend) recorded an 11% YOY increase in 2024. Similarly, Pharmaceuticals & Healthcare (ranked 2nd in adspend) also saw an 11% YOY increase. Other industries among the Top 10 that recorded positive growth include Toiletries & Household (3%), Health & Beauty Food (3%), Beverages (8%), Fashion, Accessories & Eyewear (4%).

Although Banking & Investment Services (ranked 1st in adspend) recorded an 8% YOY decline in 2024, individual banking groups within the Top 10 Advertiser Groups saw growth in their adspend. HSBC Group (ranked 3rd), Hang Seng Bank (ranked 6th), and Standard Chartered (ranked 7th) recorded YOY increases of 8%, 11%, and 13% respectively, reflecting that certain banking groups allocated more resources to promotional activities during 2024.

Nestle Group recorded an 86% YOY increase in adspend in 2024, ranking 1st in terms of growth among the Top 10 Advertiser Groups. Other groups with YOY increases include P&G (22%) and ROHTO Pharmaceutical (33%).

十大最高廣告支出品牌集團 (2024年)  
Top 10 Advertiser Groups (2024)

排名 Rank	品牌 集團 Advertiser Groups	按年變化率 YOY
1	P&G (寶潔)	22%
2	Vita Green Health Products (維特健靈健康產品)	-10%
3	HSBC Group (匯豐集團)	8%
4	DFI Retail Group (DFI零售集團)	-12%
5	ROHTO Pharmaceutical (樂敦製藥)	33%
6	Hang Seng Bank (恒生銀行)	11%
7	Standard Chartered (渣打集團)	13%
8	LVMH Group	-9%
9	Nestle Group (雀巢集團)	86%
10	McDonald's (麥當勞)	48%

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admanGo is the market leader in the provision of competitive advertising and advertisement monitoring service through an online platform. The Company works with all major advertising agencies, media and advertisers in Hong Kong and China. Our services enable our clients to view, evaluate and respond to the constant stream of advertising activities on a daily basis.

3602, Wu Chung House  
213 Queen's Road East  
Wanchai, Hong Kong  
[www.admanGo.com](http://www.admanGo.com)  
Tel: +852 2836 6775

Media Contact:

Julia Kwan  
+852 2836 6907

[julia.kwan@admango.com](mailto:julia.kwan@admango.com)

Jennifer Ma  
+852 2836 6715

[jennifer@admango.com](mailto:jennifer@admango.com)

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