

Hong Kong SMBs Embrace Digitalization to Thrive

PayPal Hong Kong SMB Survey 2021



One in five respondents experienced positive impact in their business during COVID-19

Among the surveyed SMBs who reported a positive experience



48%
witnessed an upswing in demand



43%
attracted more online customers



33%
saw an increase in overseas customers

Change in consumer habits spurred SMBs to go digital

66%

witnessed a change in customer base reported an increase in local customers

54%

saw a shift in customer expenditure reported an upswing in spending from existing customers

73%

witnessed a shift in customer age group claimed to have attracted younger customers



45% surveyed SMBs witnessed greater consumer receptiveness to digital payment options

Utilizing owned digital channels and social media



87%

surveyed SMBs already using their own digital channels - including social media, owned eCommerce websites & company-owned platforms



41%

surveyed SMBs claimed that social media has been their top channel for growing business, with

53% utilized it as a selling tool to generate revenue

Cross-border trade is a growth enabler



81%

respondents are already engaged or planning to engage in cross-border trade to grow customer base



Among respondents already engaged in cross-border trade,

32% of sales are contributed by revenue from other markets



39% have utilized social media and

26% have adopted new global payment systems to facilitate more cross-border sales

Digital payments is a key component for global expansion

86% respondents are eager to implement suitable digital payment options to:

67%
attracting new customers

56%
improving customer experience

54%
increasing sales



Among those who are eager to implement digital payment, **51%** expressed an interest in adopting PayPal