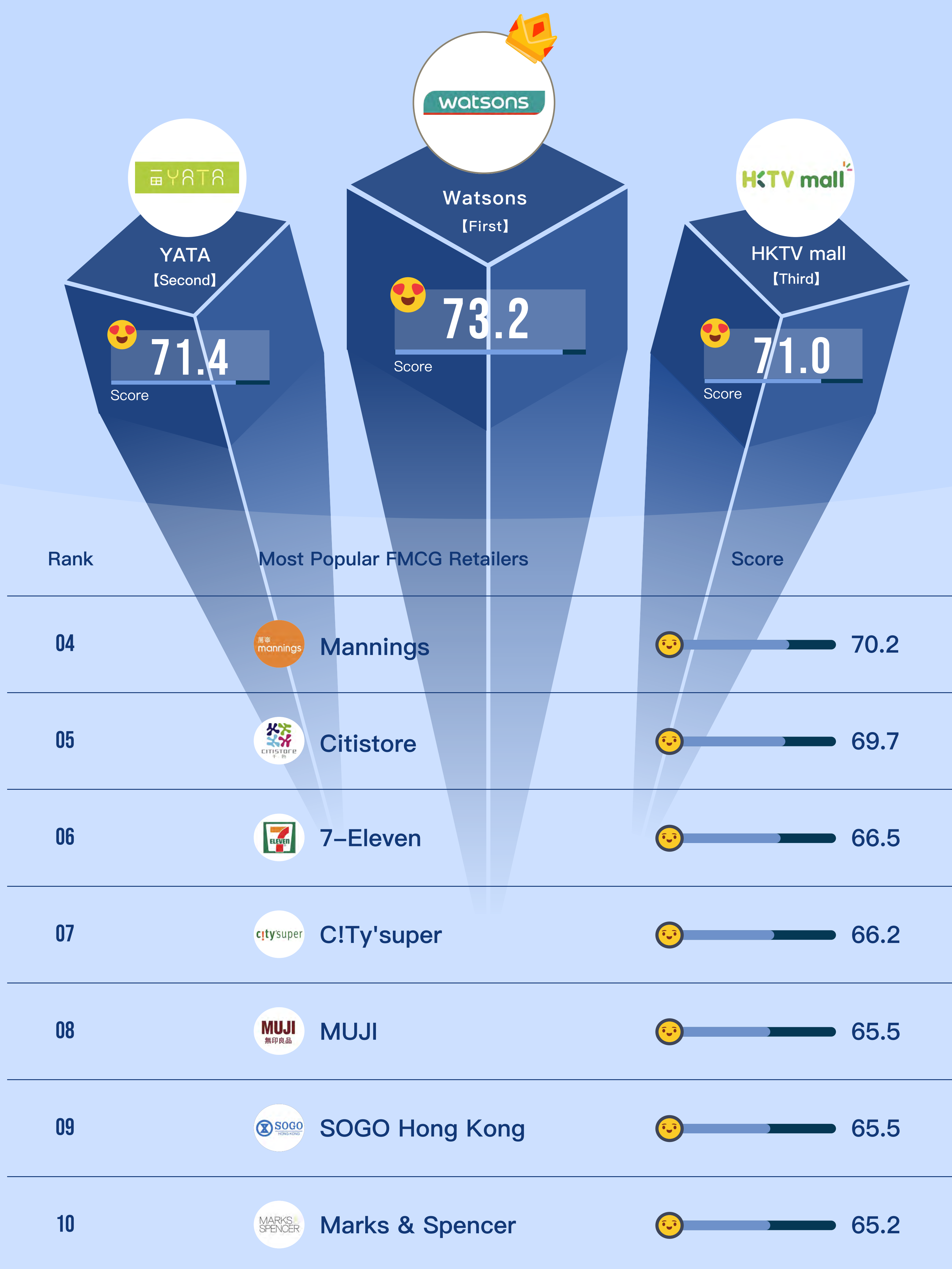


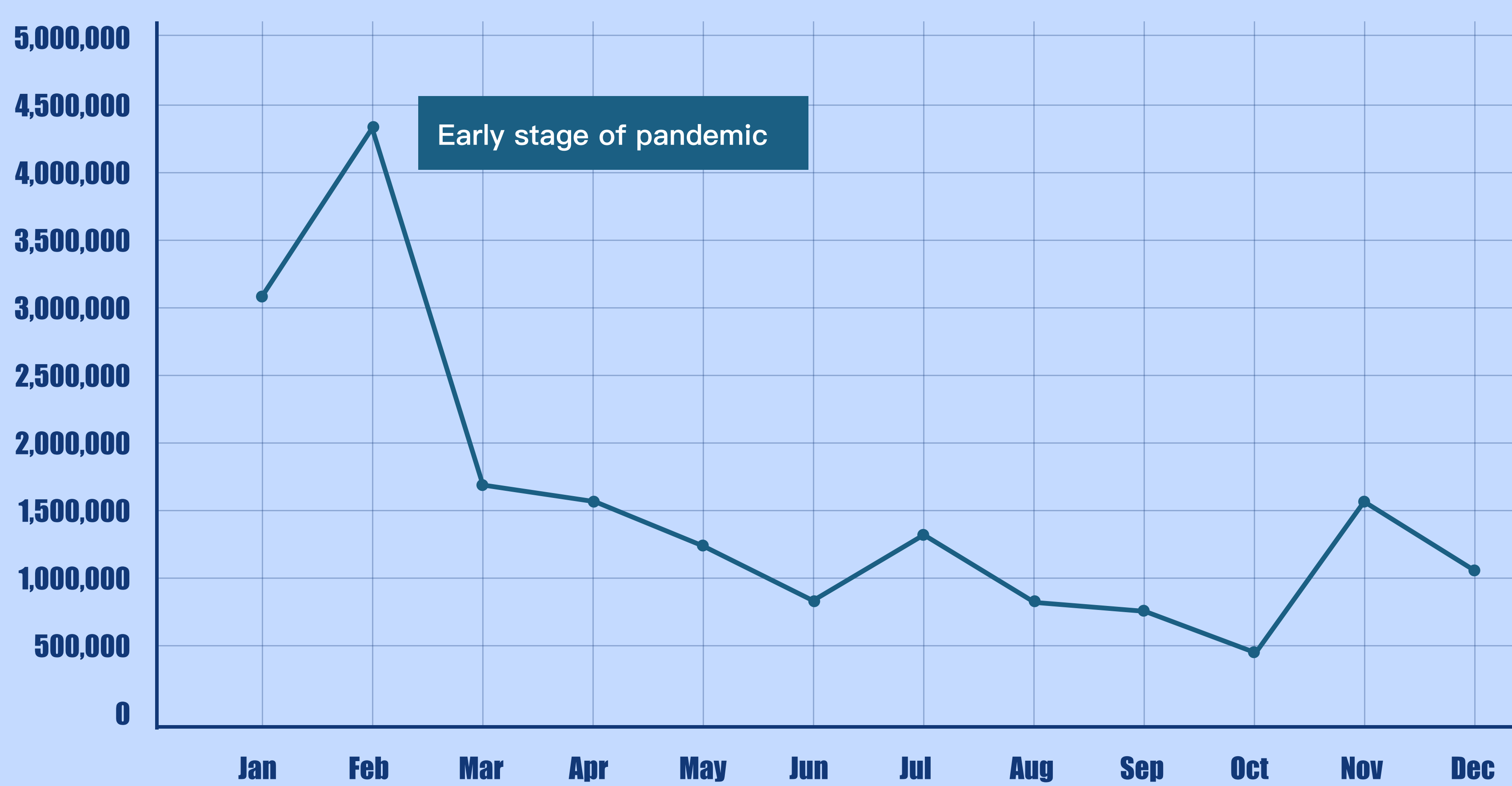
THE TOP TEN MOST POPULAR FAST MOVING CONSUMER GOODS (FMCG) RETAILERS IN HONG KONG!

WISERS BIG DATA FOR BUSINESS

MOST POPULAR FMCG RETAILERS



OVERALL ONLINE SOV TREND IN THE YEAR



【OVERALL ANALYSIS: HIGHLIGHTS OF FMCG RETAILERS' MARKETING STRATEGIES FOR 2020】

Our chart was compiled by analysing the winning knacks of these most popular FMCG retailers. We selected the top ten most discussed FMCG retailers based on their post volumes and engagements, and ranked them by their net positive comment volume. Our research team found out the reasons behind their popularity, heeded netizens' voices on them and analysed their online popularity and performances. We came up with the following observations:

Face mask supply was the focus of attention among netizens in the early phase of the pandemic

Big data showed that just like shopping malls, FMCG retailers recorded a surge in share of voice (SOV) after the outbreak of pandemic in February, as the panic buying spree induced netizens to pay attention to, discuss and share news in relation to face mask supply and inventories in FMCG stores, especially HKTVmall, PARKnSHOP, Watsons and Mannings. Online discussions boosted the popularity of FMCG stores.

Japanese-style FMCG stores become popular despite market slowdown trend as outbound travel was restricted

Despite the lackluster market, multiple Japanese-style FMCG stores, including Donki and YATA, bucked the trend to expand business, and the news hit the headlines of many media. Moreover, due to the restrictions on outbound travel amid the pandemic, Japan-focused travel magazines and KOLs concentrated on introducing different products and shopping strategies at Japanese-style FMCG stores, significantly driving up the popularity of multiple Japanese-style FMCG stores.

Posts on food and drinks broke out

Citizens paid more attention to posts related to food and drinks amid the pandemic, with the relevant posts representing 14% of the total, second only to face mask-related posts. The launch of new-flavor desserts or beverages at stores always attracted netizens to leave their comments and tag their friends. Posts on 759 Store's Milka chocolate cake and 7-Eleven's limited-edition Häagen-Daz ice cream garnered 2,800 and 2,400 likes, respectively, as netizens praised highly of the delicious taste of the new products and urged their friends to snap up the products. Moreover, posts in relation to restaurants' takeaway food promotions drew wide attention from netizens, due to the dine-in ban. The posts in relation to personal healthcare and outdoor activities also accounted for 8% and 5% of the total, respectively, reflecting netizens' stronger awareness about personal healthcare amid the pandemic and the new trend of outdoor activities. Wisers has provided an analysis report on top 10 beauty brands. If you are interested in the report, please click here for free browsing.

THE MOST POPULAR BRAND: WATSONS

TOTAL NUMBER OF POSTS
26289

TOTAL NUMBER OF LIKES
25940

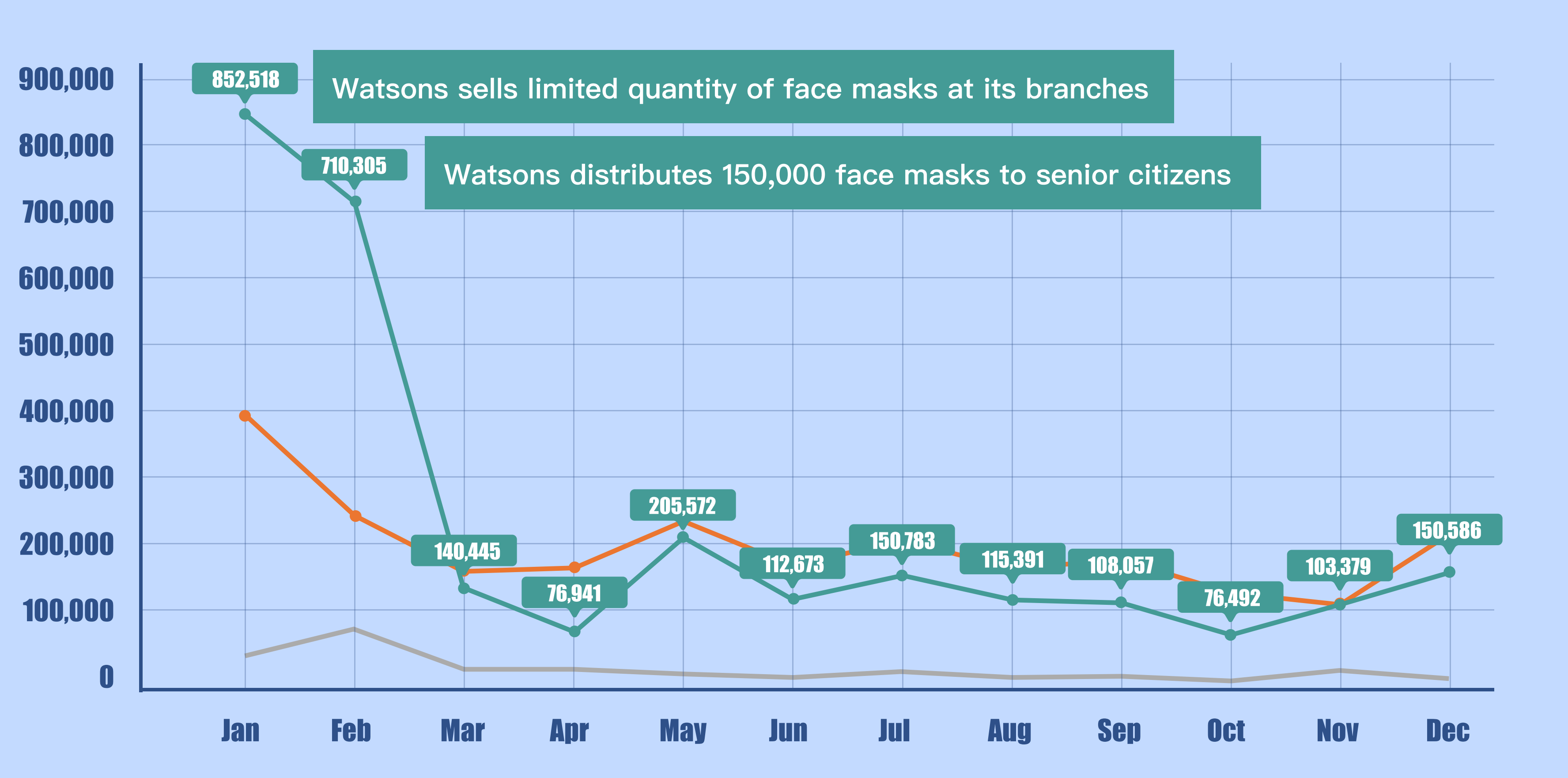
TOTAL ENGAGEMENT VOLUME
196440

TOTAL NUMBER OF SHARES
157712

【REASONS FOR POPULARITY】

The pandemic dealt a blow to many brands but Watsons succeeded to break out in popularity thanks to its flexible marketing strategies. In the initial stage of the pandemic, Watsons' limited offer of face masks aroused heated discussions on the Internet. When the face mask supply stabilized, netizens started to shift their focus to Watsons' anti-epidemic items. Watsons' strategy of "addressing citizens' pressing needs" is the main reason that drove up its online popularity, and the strategy also successfully made Watsons a people-friendly brand. The strategy was applauded by netizens.

【DEVELOPMENT OF FULL-YEAR ONLINE BUZZ TREND】



【WATSONS BECOMES SYNONYM FOR FACE MASKS, "THANKS BROTHER LI KA-SHING" BECOMES NETWORK BUZZWORD】

③ Face mask is the key to success

According to big data, the trend of hot discussions about Watsons was closely related to the local COVID-19 pandemic. The highest number of engagement and posts about Watsons were all related to face masks, accounting for 31.8% of the total discussions. Posts saying that Watsons sourced face masks and sold a limited number of face masks in February were widely reported by media, drumming up Watsons' popularity on the Internet.

③ To build a positive brand image by putting up a fight against COVID-19

News headlines saying that the Li Ka Shing Foundation sought to source as many anti-epidemic goods and distributed cash coupons to those in need during the COVID-19 pandemic had successfully helped the group build a positive brand image online. Among them, posts saying that the Li Ka Shing Foundation sought to get hold of anti-epidemic materials for medical workers in February aroused heated discussions among netizens. Many comments compared the Li Ka Shing Foundation's actions with the government's anti-epidemic measures, indicating that the group outperformed the government in leading the anti-epidemic campaign. News saying the Li Ka Shing Foundation distributed cash food coupons worth a total of more than HK\$40 million in October 2020 was also applauded by netizens, who praised the group for doing a better job than the government to alleviate people's difficulties.

③ Posts on "unpacking the parcels of anti-epidemic products" could cater to consumers' needs

With the evolution of COVID-19 situation and the launch of anti-epidemic measures such as the social distancing rules, more posts about Watsons' personal healthcare products were uploaded. Internet celebrities have also pitched in to promote different skincare products and nutritional supplements. This went with the trend of staying at home to fight against COVID and the higher demands for personal care, and the posts uploaded by Internet celebrities helped improve its products' positive image. For instance, the posts by KOL Eva Pinkland recommending Blackmores Nails Hair and Skin and those by actor Ricco Ng Wai-ho recommending Holland & Barrett Quercetin + Vitamin C - 50 Caplets received 9,000 and 5,000 likes, respectively. Netizens were generally positive about these posts, applauding the prominent effect of these products on the KOLs and expressing gratitude to them for their recommendation.

③ Netizens called for "boycotting Mannings while supporting Watsons"

It is worth noting that the negative news of its competitor Mannings also shored up Watsons' online buzz. In February 2020, netizens were dissatisfied with Mannings for allegedly arranging staff to take "unpaid leave" and shipping face masks to mainland China, calling on fellow netizens to bombard Mannings with negative comments on their social media page. Many netizens were critical of Mannings, with some calling for "boycotting Mannings while supporting Watsons". Their actions dented the popularity of Mannings but drummed up Watsons' online buzz and positive image.

【THE HOTTEST POST】

11389
POST WITH THE HIGHEST NUMBER OF COMMENTS

Can Doraeemon's tricks help if you want to have a Happy New Year with unlimited budget for shopping?

43376
POST WITH THE HIGHEST NUMBER OF LIKES

Mr. Wong wearing a "pila muzzle" mask arrived in Kowloon Bay at 9pm. 4 February 2020 to queue for buying face masks, and successfully purchased some face masks on 12:00 on 5 February 2020.

8602
POST WITH THE HIGHEST NUMBER OF SHARES

Watsons launches online registration system for face mask reservation

【STRATEGY OF PROMOTING BEAUTY MAKEUP PRODUCTS THROUGH MULTIPLE ONLINE CHANNELS PANS OUT】

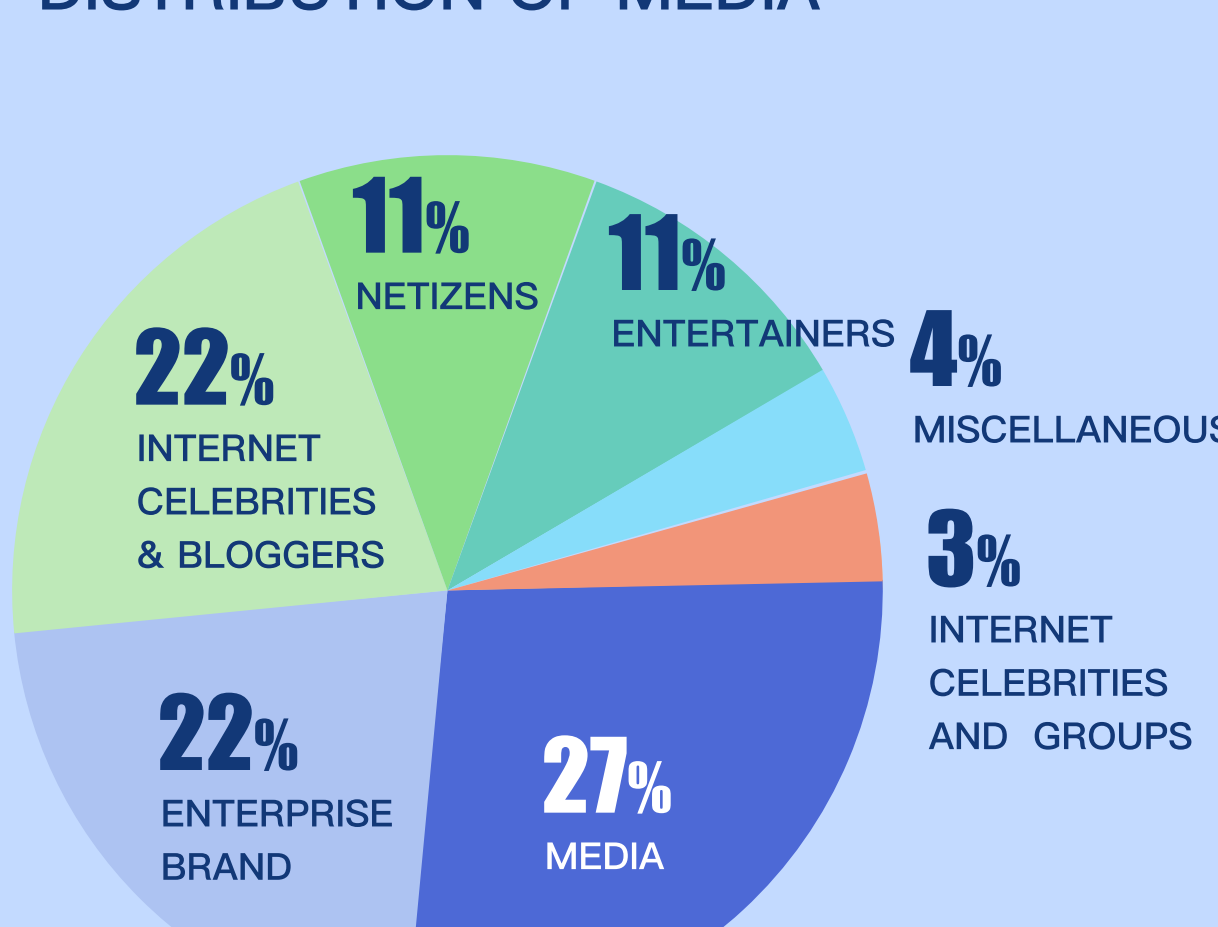
③ Celebrity marketing sparks impressive results

apart from the engagement on mask supply, Watsons' move to team up with different media and network celebrities to promote products and launch promotional campaigns has received rave response. The posts on personal care products recommended by online celebrities have drawn heated discussions and the promotion strategies such as "leave a message to redeem gifts" also received warm response from netizens. By emphasizing on the product features, Watsons encourages netizens to give feedback about the products in the comment box to redeem gifts, in a bid to produce User Generated Content (UGC) and achieve better publicity effect.

③ Tech-fun concept store is all the rage

The Tech-fun concept store launched by Watsons has been widely publicised by a number of online celebrities and entertainers, with the engagement volume hitting up to 600,000 clicks, accounting for 20% of the total. However, from the perspective of marketing, it is noteworthy that netizens mainly left comment to interact with online celebrities and few comments discussed the concept store.

DISTRIBUTION OF MEDIA



TOP THREE DRIVERS OF POSITIVE COMMENTS

1082 [POSTS]
221292 [LIKES]

3 [POSTS]
66459 [LIKES]

14 [POSTS]
45735 [LIKES]

③ Media coverage+ Watsons webpage promotion+ endorsement by entertainer = golden triangle contributing to high engagement

as seen from the breakdown of media, the engagement volumes generated by posts on media webpage, news media and online celebrity blogs are fairly evenly distributed. The top three drivers of positive comments are Watsons webpage, entertainer Kelly Cheung and magazine webpage Ezone. The post on preregistration for face mask sales at Watsons webpage received the highest number of likes, and coverage of magazines also helped increase the number of likes on Watsons webpage. The posts on promotions received fewer likes than the posts on face masks, but the relatively higher number of posts on promotions could generate a steady stream of likes. Thanks to online celebrities and entertainers' large fleet of followers, their posts on product promotion garnered strong supports from netizens, though they did not post very often.

【MORE INSIGHTS】



From the hot word cloud, it can be seen that apart from key words of anti-epidemic products such as masks (84,299 times), the most widely mentioned key words were those related to skincare products such as skin (20,126 times), repair (5,398 times) and sunscreen (4,217 times). This suggested Watsons' personal care products have generated huge noises on the Internet, and Watsons' distinctive and clear market positioning has made it a top choice among beauty product shops. In addition, the MoneyBack (7,108 times) and eShop (1,126 times) were also high on the hot word list, reflecting netizens paying high attention to Watsons' various promotion campaigns as well.

Besides, "Thanks Brother Li Ka-shing" (2,138 times) and "protecting local jobs" (1,073 times) also appeared on the list of buzzwords. Most of the contents were acknowledging that A.S. Watson Group sought to source face masks to help local residents cope with the epidemic. In addition, the Group also gained wide appreciation from netizens as it distributed cash coupons during the Employment Support Scheme period. It's noteworthy that A.S. Watson Group was not the only company to participate in the Employment Support Scheme. The media also reported that "Wellcome" (113 times) and other companies launched shopping privileges after receiving subsidies. Nevertheless, as these companies were less frequently discussed, they were not seen on the list of buzzwords.

SECOND MOST POPULAR: YATA

TOTAL VOLUME OF POSTS

13797

TOTAL VOLUME OF LIKES

427886

TOTAL ENGAGEMENT VOLUME

533559

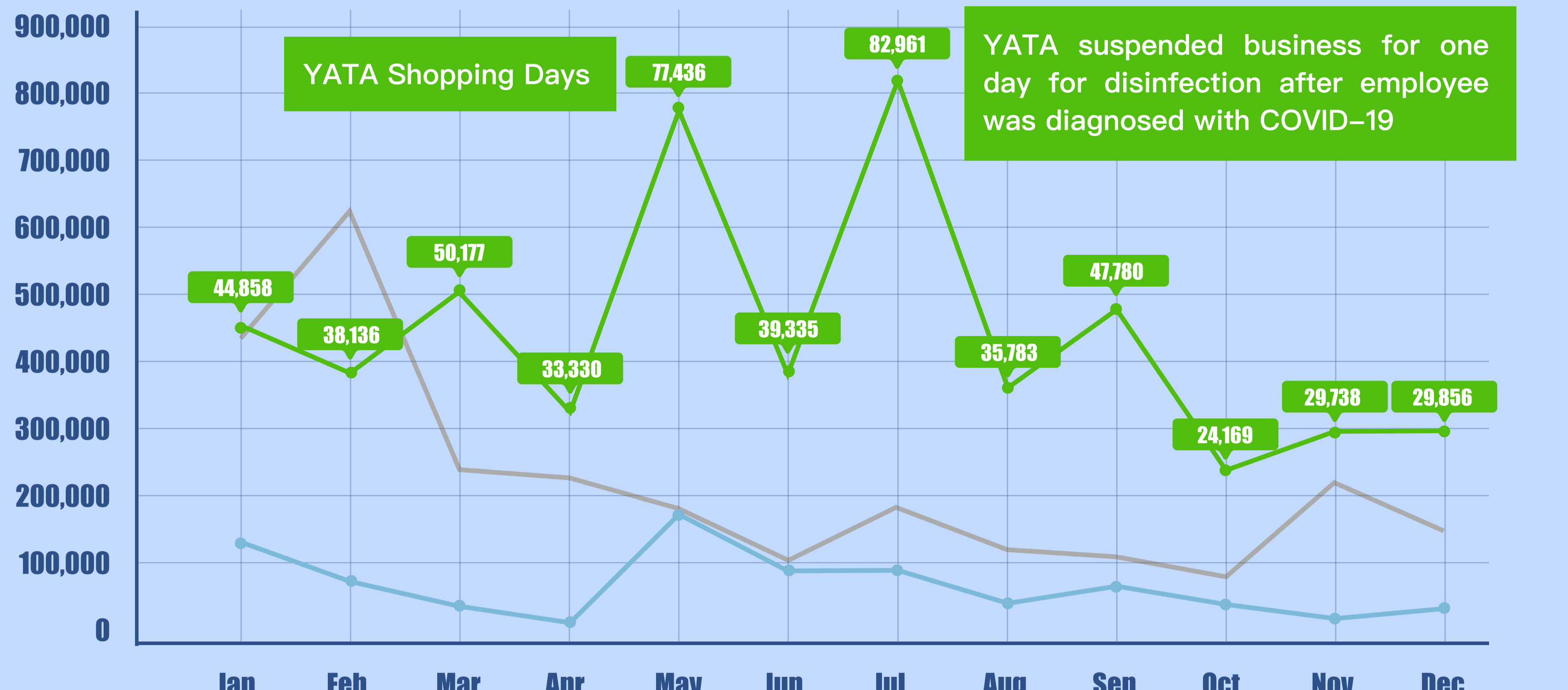
TOTAL VOLUME OF SHARES

21533

【REASONS FOR POPULARITY】

YATA rose to the second place on the popularity chart, surpassing other major FMCG stores such as Citistore (No. 5), city'super (No. 7) and SOGO (No. 8). Compared with Watsons, Mannings and HKTvmall that stood out with their supplies of face masks, YATA was not a popular store in terms of mask supply. Therefore, in the early stage of the epidemic, YATA's online buzz volume was significantly lower than the average. Nevertheless, YATA gained popularity with various promotional campaigns in conjunction with its online sales strategies. Among them, the "YATA Shopping Days" and a number of trade fairs with different themes successfully aroused heated discussions.

【DEVELOPMENT OF FULL-YEAR ONLINE BUZZ TREND】



【HEATED DISCUSSIONS ABOUT YATA WERE NOT RELATED TO MASKS; THE GROUP GAINED POPULARITY WITH BIG DISCOUNTS】

① "YATA Shopping Days" became the most popular activity of the year

"YATA Shopping Days" can be described as the most attractive activity of YATA in 2020. The activity was held in May 2020, with the number of posts about the activity accounting for 48% of the total posts during the period. Netizens mainly took the initiative to tag their friends on the comment box to keep track of the latest news of activity. Various products also attracted a large number of different types of customers. The group uploaded various promotional posts related to their market fair activities, such as "kitchenware and supplies fair", "baby products fair in Spring" and "Mid-Autumn food festival", which further increased their popularity online. Some netizens were even worried that the large number of shoppers at the promotional activities would lead to a cluster outbreak at YATA.

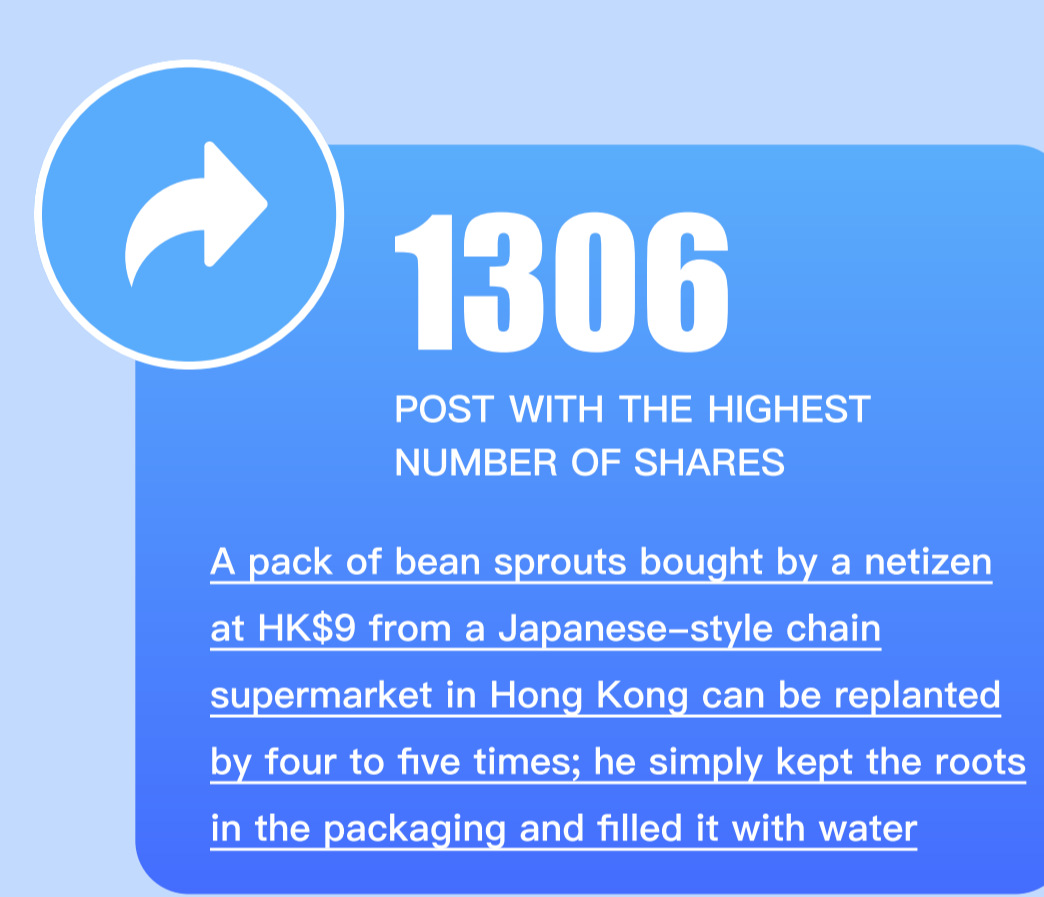
② Good communication strategy can turn crisis into opportunity

According to the big data, YATA team made good use of crisis management strategies on social media to handle public sentiment, and improved the brand's image as a transparent and people-friendly enterprise. In July, an employee of YATA was diagnosed with COVID-19 and the department store was required to suspend business for a day for disinfection. After the news came out, netizens were worried that if YATA was crowded, it would lead to a larger outbreak. Nevertheless, YATA constantly updated on the latest condition of the employee on its social media page, emphasizing that the employee involved has been quarantined according to established procedures, and actively answering questions and enquiries from the netizens in the comment box. The transparency, openness and positive attitude won praises from netizens.

③ Discussion focuses other than masks

Topics related to "masks" at YATA accounted for only 10% of the total post number throughout the year. Even during the panic buying of face masks in February, related discussions only accounted for 36% of the total discussion volume; on the contrary, posts related to the epidemic, promotion activities, market fairs, and various types of product promotions were more likely to arouse netizens' interest. KOL posts also helped push up YATA's engagement, but it's noteworthy that when promoting new Japanese products, KOLs usually mentioned YATA together with other Japanese-style FMCG stores as one of the sales locations, rather than highlighting the exclusive products on sales at YATA, and they rarely mentioned YATA's uniqueness as well.

【THE HOTTEST POSTS】

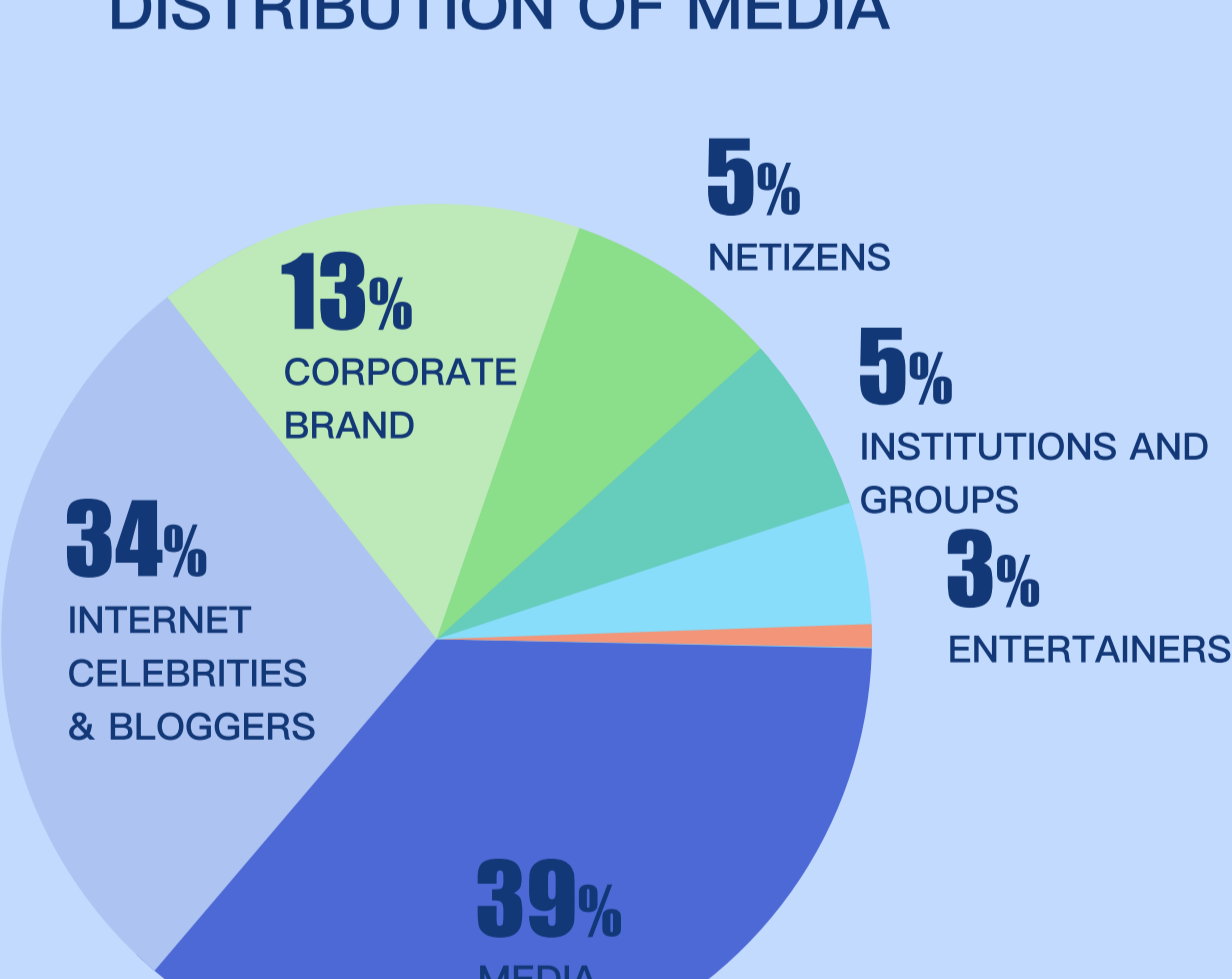


【POSTS ON FOOD & BEVERAGE AND SKIN CARE PRODUCTS TRIGGERED MOST COMMENTS】

④ POSTS ON FOOD & BEVERAGE ITEMS RECORDED THE HIGHEST ENGAGEMENT

Among different types of products, posts related to non-mask products accounted for 38% of the overall engagement. Among them, posts on food & beverage products had the highest engagement of up to 15%, though the number of related posts stood at only 9%, indicating that posts on Japanese food items are generally effectively in arousing netizens' interest and purchase intention; while the posts with the highest engagement were mainly related to personal and skin care products.

DISTRIBUTION OF MEDIA



TOP THREE DRIVERS OF POSITIVE COMMENTS



⑤ The most popular Japanese-style department store's KOL marketing strategy panned out

Netting out epidemic-themed news articles, the posts published and shared by KOLs for YATA accounted for 34% of the total number of posts, the highest among FMCG stores and ranking the fourth among FMCG stores in Hong Kong. Apart from chain stores such as HKTvmall, Mannings and Watsons, YATA ranked first in terms of the engagement of posts related to baby products, sports and outdoor products, personal care products, as well as food & beverage products, outstripping other Japanese FMCG stores such as Apta, UNY, MUJI and SOGO.

【MORE INSIGHTS】



Netting out news about face masks, the most mentioned buzzwords were YATA (8,387 mentions), Sha Tin (7,609 mentions) and Outlet (7,427 mentions), which were all related to business news. The related posts were mainly on the topic of "YATA set up shop in Sha Tin and North Point", reflecting that YATA's bucking the trend to expand operations had drawn heated discussions.

There were 5,125 promotion-related posts about YATA Shopping Days, which was the second hottest buzzword, with 1,348 mentions of "Kitchenware", 1,500 mentions of "Beddings", and 1,029 mentions of "Electric appliances", indicating that these goods attracted netizens' attention. Though there were quite some number of posts related to food & beverage, the related buzzwords had low repetitiveness, and therefore could not make it to the list of top buzzwords. The buzzwords with rather high mentions included "Ice-cream" (356 mentions), "Mooncakes" (355 mentions), and "Cakes" (219 mentions).

THIRD MOST POPULAR: HKTVMALL

TOTAL NUMBER OF POSTS
14156

TOTAL NUMBER OF LIKES
2130455

TOTAL ENGAGEMENT VOLUME
2667372

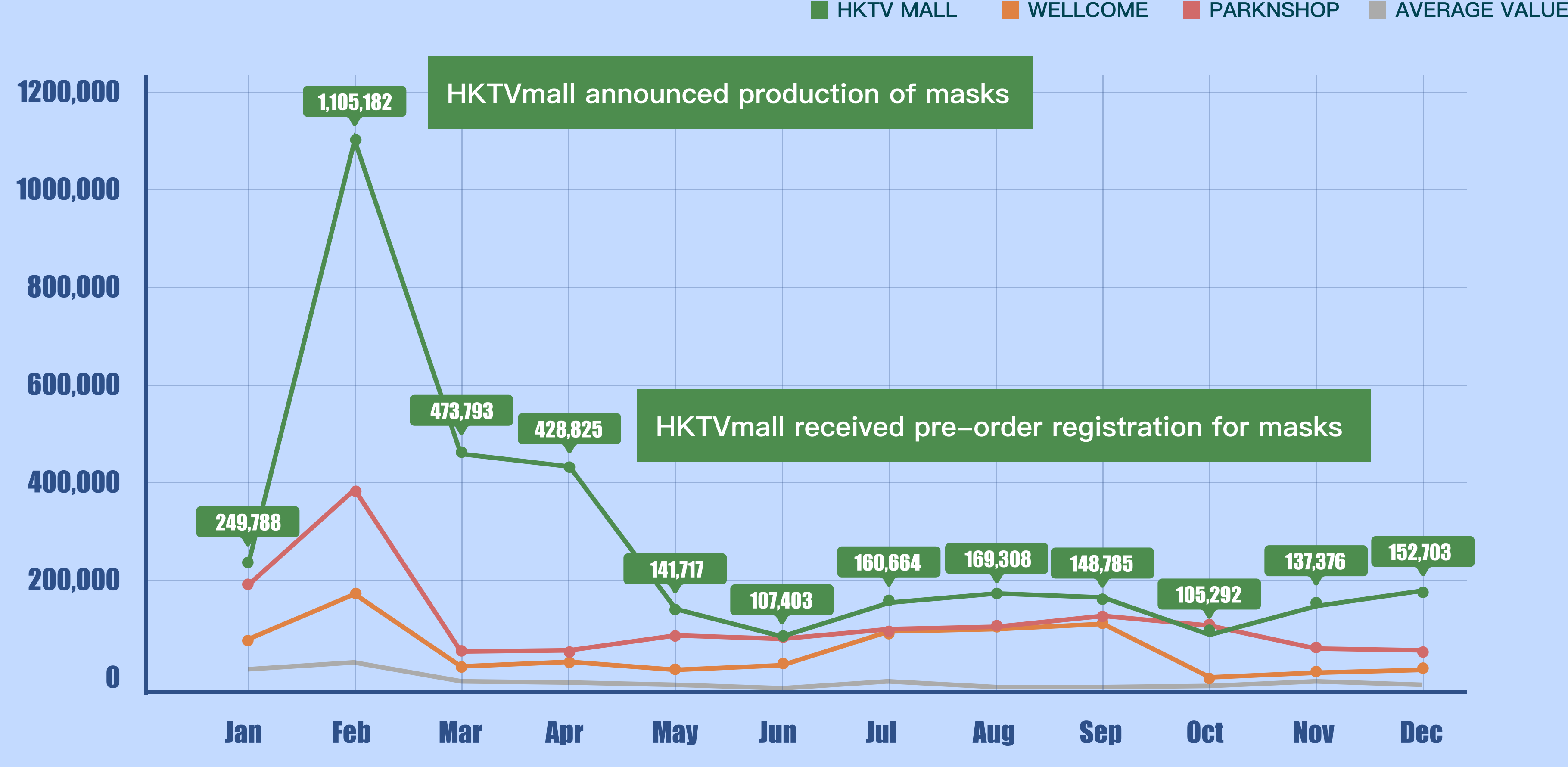
TOTAL NUMBER OF SHARES
181827

【REASONS FOR POPULARITY】

HKTVMall made history as it was the first company in Hong Kong to announce local production of masks. The news went viral immediately, hitting the headlines of different media, attracting a slew of commentaries and opinion articles. HKTVMall rose to fame overnight on the Internet.

HKTVMall capitalised on the burgeoning online shopping trend to reap economic benefits amid the epidemic. Its iconic "Brand HK" image helped it overtake traditional large supermarkets such as PARKnSHOP and Wellcome in terms of online buzz.

【DEVELOPMENT OF FULL-YEAR ONLINE BUZZ TREND】



【HKTVMALL ANNOUNCED PRODUCTION OF MASKS. NETIZENS WAITED FOR THE "MADE-IN-HONG KONG" BRAND】

Engagements about HKTVMall's mask production

Big data showed that the number of HKTVMall-related posts shared was the highest among all FMCG stores in Hong Kong. The posts about masks accounted for 40% of the total. The dozens of posts with the highest engagements and the highest volume were all related to masks. In February, the posts related to "HKTVMall announced production of masks" and "Ricky Wong headed to Southeast Asia to source masks" were reported by media, resulting in 1.1 million engagements. The engagements in January alone accounted for 41% of the total in the year.

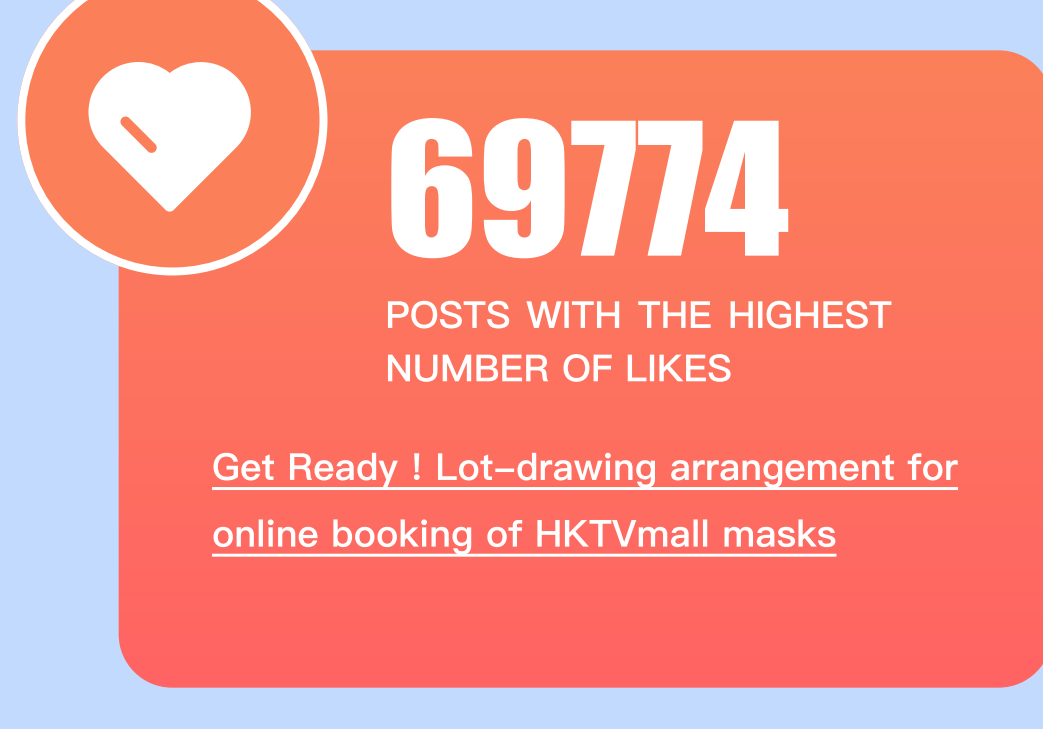
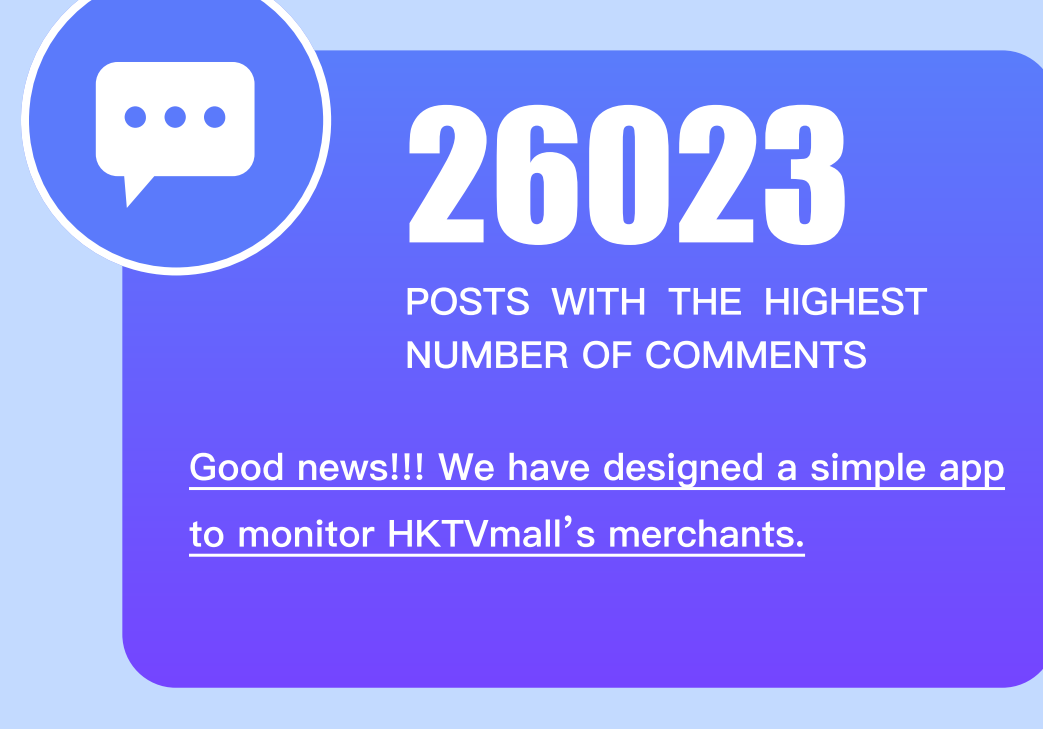
HKTVMall became the exclusive "Made-in-Hong Kong" brand among FMCG stores

Ricky Wong's move to source masks in person won support from a large number of netizens. HKTVMall's production of masks was of special significance, as it marked the birth of a "Made-in-Hong Kong" mask. According to online comments, many netizens were longing for masks exclusively made for them. Ricky Wong won the hearts of Hong Kong people by being in weal and woe for them. The key to HKTVMall's success thus lies in its understanding of Hongkongers' psychology and its unique position itself as a local enterprise.

HKTVMall was commended by celebrities for fulfilling CSR

There were many posts and comments on the news that HKTVMall gifted employees with masks. They compared HKTVMall and HKSAR government, saying the government didn't do a good job in protecting Hongkongers during the COVID-19 pandemic and the social responsibility was shouldered by the private sector alone. It is worth noting that social sentiment was still affected by the Anti-Extradition Law Amendment Movement in the initial stage of COVID-19 pandemic and Hong Kong was divided into the "yellow ribbon camp" and "blue ribbon camp". A great number of pro-democracy commentators blamed the government for being not proactive enough in sourcing masks, thus enhancing the goodwill of HKTVMall.

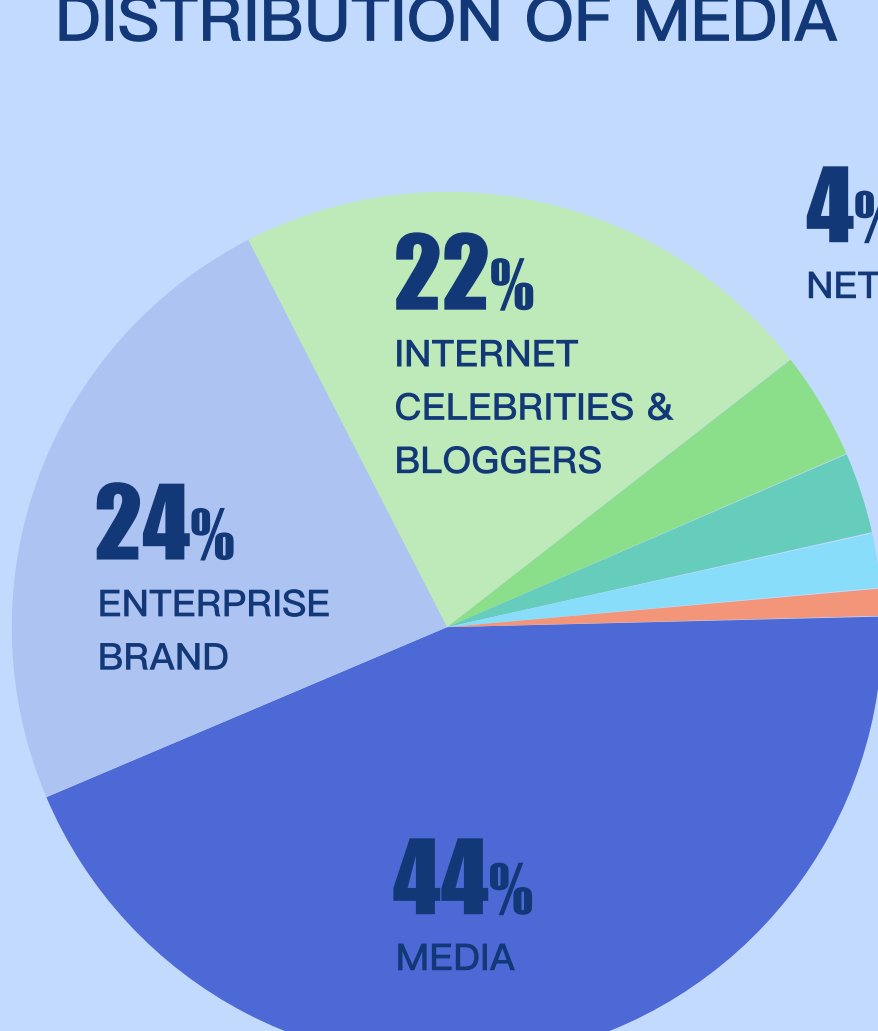
【HOTTEST POSTS】



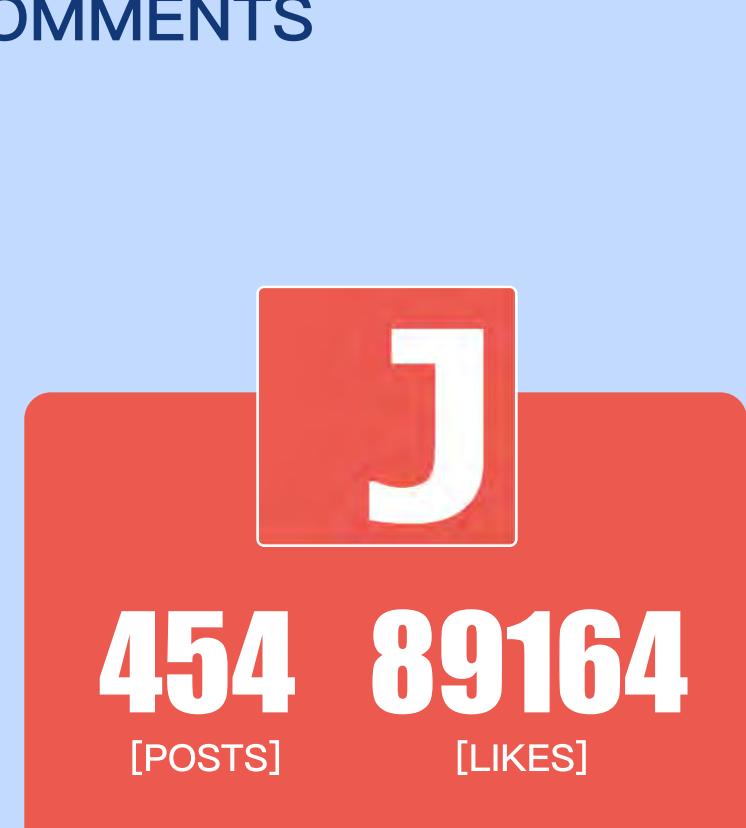
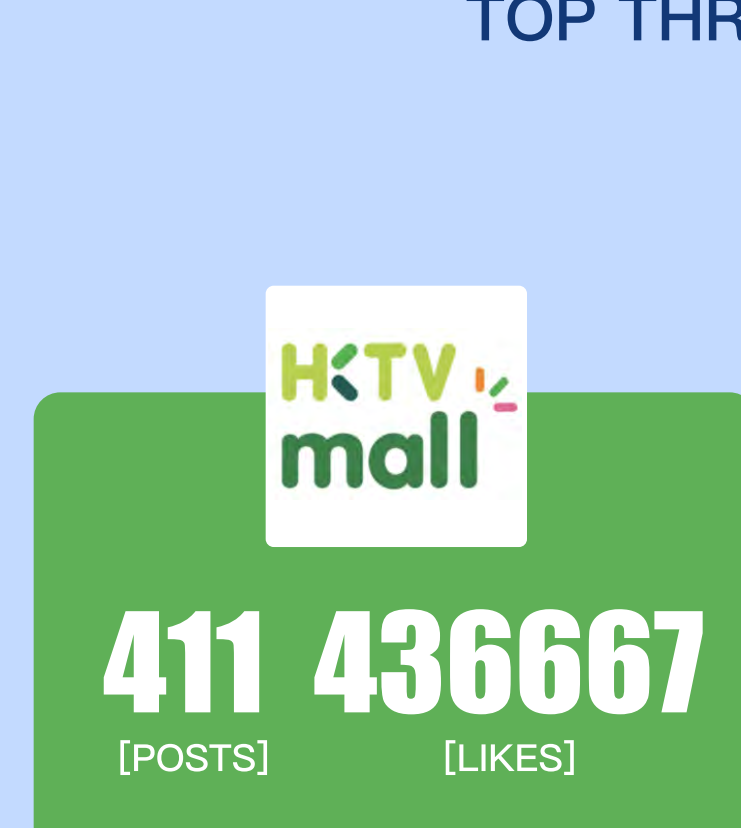
Mask supply has dominated news headlines and also shored up support for HKTVMall

The post saying that HKTVMall announced opening of online booking for facial masks, which was first published on 8 April, got the highest share of voice and engagement volume of the year. The post garnered over 100,000 engagements, including about 20,000 shares and 70,000 likes. HKTVMall was the most discussed in February. The news that HKTVMall will venture into mask production attracted a large number of comments and shares, in which Ricky Wong and the HKTVMall team were commended for their quick action. Some commentators included HKTVMall into the list of "yellow camp" merchants and called on netizens to support it.

DISTRIBUTION OF MEDIA



TOP THREE DRIVERS OF POSITIVE COMMENTS



HKTVMall had highest media coverage in Hong Kong

HKTVMall was commended by a number of renowned news commentators for its efforts in sourcing and producing face masks. The posts with the highest engagements in February were about mask production and reported by online media, spurring the total engagements up by 600,000.

News about HKTVMall's market value surpassing that of TVB immediately became talk of the town. Its rise became an inspirational brand story, attracting netizens to spread the news and praise Chairman Ricky Wong and HKTVMall for serving Hongkongers. The number of related posts contributed 4% to total engagements.

Nonpolitical celebrities contributing 25% to the online share of voice

Apart from reports by traditional media that contributed to its share of voice, posts from its own webpages and Internet celebrities contributed 25% to its engagement volume. However, as entertainers and Internet celebrities mainly introduced the goods in their posts, while HKTVMall was only mentioned as the sales venues, netizens rarely mentioned HKTVMall in their comments.

【MORE INSIGHTS】



Among the buzzwords, the most popular one was "face mask" (68,550 mentions), followed by other anti-epidemic-related words, such as "disinfection" (5,311 mentions), "hand sanitizer" (2,366 mentions) and "spray" (1,699 mentions), reflecting that HKTVMall has become one of the popular stores for netizens to shop for anti-epidemic supplies.

In addition to words related to epidemic prevention, those related to personal care and skincare products, such as the "skin" (4,608 mentions), "whitening" (742 mentions), "essence" (727 mentions), "anti-perspirant" (447 mentions) and "pimples" (330 mentions), were also frequently searched, and the word "Japan" (6,801 mentions) even ranked fifth on the buzzword chart, showing that netizens also paid attention to the function and country of origin of the products when making purchasing decisions.

The market positioning of HKTVMall as a local brand in Hong Kong is also favored by netizens, as words like "made in Hong Kong" (2,367 mentions), "Ricky Wong" (1,298 mentions), "Hongkongers" (998 mentions), "local" (509 mentions) and "conscience" (292 mentions) were also among the buzzwords. "Watsons" (224 mentions), which also produces face masks in Hong Kong, has been discussed less frequently than "HKTVMall", but it has won praises from netizens for actively sourcing and donating anti-epidemic materials when the city was hit by a shortage of face masks amidst the COVID-19 pandemic.

The pandemic put the retail industry in tatters in 2020, and "pandemic" and "face masks" became the hot topics online. Despite the adversity, a number of enterprises have been successful in brand building. For instance, HKTVMall and Watsons took the initiative to source masks for people when the pandemic hit, which not only helped them win public applause, but also improved their brand image among netizens. Japanese department stores also stood out amid pandemic, as some consumers were for Japanese food. The most searched buzz words were shopping tips at Japanese-style shopping malls provided by internet celebrities and webpages on the latest lifestyle trends. It can be seen that even without masks, enterprises could still find their own formula for a profile boost, relying on their unique market positioning and value.

Riding on Wisers' AI technology, we believe our business analyses could be more objective and comprehensive as researchers are able to read behind big data to give a more accurate and realistic account of Internet trends and shed light on netizens' sentiments. Wisers Big Data Reports on Business Sens is only one of Wisers' analyses of hot topics with big data. We also have other more in-depth analysis reports on offer, runs workshops hosted by our expert and advisor teams, and maintains an AI big data analysis platform. Wisers' big data analytics tools could provide businesses with access to big-data empowered decision making process, which otherwise will cost a lot of time, manpower and other resources.

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