

Information Reach 訊息傳播



CHOICE Circulation
《選擇》流通量



Annual Sales of Print Version
全年印刷版銷售量

190,497 Copies 冊



Sales of eCHOICE
網上版《選擇》銷售量

4,724

Single Issues 單期

11,743

Single Articles 單篇文章

3,488

Monthly Average Subscribers
每月平均訂戶

Digital Platforms 數碼平台



Facebook

82,071

Accumulated Followers 累計追蹤人數

527

Facebook Posts
帖文



Official Website
官方網站

7.5
Million 百萬
Page Views
網頁瀏覽

65 Shopping Guide Articles
「消費全攻略」文章

62 Infographics
信息圖

58 Videos
影片



YouTube

512,878
Views 瀏覽次數

4.2

Million 百萬
Accumulated Views
累計瀏覽次數



30,937

Accumulated Subscribers 累計訂戶



WeChat
微信



11,402

Accumulated Followers 累計追蹤人數

81

WeChat Feeds
帖文

* Figures cover the reporting year unless specified.
除特別說明外，數字涵蓋報告年度。



Online Price Watch 網上價格一覽通

Unique Visitors 獨立訪客

175,334

Mobile
手機瀏覽



100,362

Desktop
電腦瀏覽



2,761

Products Covered
款產品



Oil Price Watch 油價資訊通

3.01

Million
百萬

Page Views 網頁瀏覽

3.24

Million
百萬

App Views 應用程式瀏覽

548

Pump Price and Walk-in Discount Updates
牌價及門市折扣更新次數

23,189

App Downloads
應用程式下載次數

81,655

Accumulated App
Downloads
應用程式累計下載

+40%
Increase
增長



Public Engagement Events 公眾參與活動

Top 10 Consumer News –
Year of the Tiger
虎年十大消費新聞

4,750

Voters 投票人數

22nd Consumer Rights
Reporting Awards
第 22 屆消費權益
新聞報道獎

2,452

Public Voters 公眾投票人數

Hong Kong Book Fair 2022
香港書展 2022

1,202

Total On-site Subscriptions
現場訂閱



School and Community Programmes 學校及社區活動

Participants
參加人次

Satisfaction Rate 滿意度 /
Impact 影響

Primary School Students
小學生

11,387

92.4%*

Secondary and Post-Secondary
School Students
中學生和專上學生

6,726

100%*

Persons with Special Needs
特殊需要的人士

696

98.2%

Senior Citizens
長者

837

98%

* Note: applicable to programmes implemented in 2021/22 school year only
註：只適用於 2021/22 學年舉行之計劃



Mass Media 大眾媒體

66

Press Releases
新聞稿

20+

Press Statements
新聞聲明

4,300+

Counts of Media Coverage
媒體報道篇幅

170

Media Enquiries
媒體查詢

140

Media Interviews
媒體採訪

51

Front Pages
頭版

Protecting Consumer Rights 保障消費者權益



Direct Assistance
直接協助



64% Resolution Rate
調停成功率

124 Referrals from GBA
Online Platform
大灣區網上平台轉介*

* 廣東消費投訴諮詢信息化綜合平台
(粵港澳大灣區消費投訴轉辦平台)

Consumer Legal Action Fund (CLAF) 消費者訴訟基金

30 Assistance Granted
獲基金批予協助之申請

5 Assisted Cases Cleared
期內完結的受助個案



Research, Test & Survey
研究、測試及調查

59 Product Research
產品研究

1,052 Products tested
款測試產品

670 Brands
品牌

17 Service & Market Study
服務及市場研究



12 First-ever Product Tests
首次測試產品

5 Studies Related to Sustainable
Consumption
可持續消費相關研究

5 Studies Related to Trending Services
新興服務相關研究

6 Studies Related to Emerging Financial
Products
新興金融產品相關研究



Advocacy 倡議

14 Submissions to Consultations
諮詢建議

1 Policy Study
政策研究

Protecting Our Environment 環境保護



Operational Sustainability
可持續營運

Sustainable Office 可持續辦公室

Paper Usage 用紙量

518,828 pages
按年 -33.6% YoY

Electricity Usage 用電量

276,570 units
按年 -24% YoY

(1 Unit 度 = 1kWh)

2022

6月
JUN

Launch of WeChat Official Account 消委會官方微信公眾號正式上線

A handy “consumption encyclopaedia” for WeChat users in both Hong Kong and the Mainland, the Council's brand new WeChat Official Account is a wealth of practical information such as shopping guides, articles on hot topics, tips on consumption traps, price comparison tools, as well as complaint status checking and supplementary document submission functions.

本會的全新官方微信公眾號猶如「掌上消費百科全書」，為兩地消費者提供廣泛而實用的消費資訊，包括「消費全攻略」文章、時令消費題材、消費警示、格價工具，以及遙距查詢投訴個案進度及遞交補充資料的功能。

More in “Disseminating Consumer Information”
詳情可參閱「傳播消費訊息」一節



2022

9月
SEP

“Fostering Consumer Trust – Ethical Artificial Intelligence in E-commerce” Study Report Released 發表《道德與信心共融 促進電子商務人工智能發展》報告

The Council published the captioned report, its first-ever study on the use of artificial intelligence (AI) in e-commerce in Hong Kong. Acknowledging the pros and cons of AI, the study identified 6 key areas of concern and put forward 6 recommendations to advocate responsible and ethical AI through the collective effort of the Government, traders and consumers. As part of an extensive publicity campaign, the Council co-organised a webinar with the South China Morning Post, facilitating discussion among industry leaders.

本會發布了首份關於人工智能在香港電子商務中的應用的研究報告。鑑於人工智能有如雙刃劍，機遇與風險兼具，報告歸納出6個主要關注點，並提出6項建議，倡議政府、商家與消費者各方共同發展負責任及符合道德的人工智能。本會亦同時推出一連串公眾宣傳活動，包括與南華早報合辦研討會，帶動業界領袖更深入探討議題。

More in “Advocating a Fair Marketplace and Legal Protection for Consumers”
詳情可參閱「倡議公平市場和消費者的法律權益」一節



2022

7月
JUL

Taking Sustainable Action for Hong Kong Book Fair 於香港書展實踐可持續行動

For the first time ever, the Council fully replaced paper forms with e-forms, and introduced 2 new digital payment methods – Octopus and PayMe – at its Hong Kong Book Fair booth, actualising sustainability and digitalisation efforts. An 85% cashless rate was recorded across all transactions.

消委會於 2022 年的書展攤位，首次以電子表格全面取代列印表格，並同時新引入 2 種電子支付方式：八達通及 PayMe，身體力行實踐可持續發展和電子化的新模式，並獲廣泛支持，電子支付率達 85%。

More in “Disseminating Consumer Information”

詳情可參閱「傳播消費訊息」一節

The First Revamped Consumer Rights Reporting Awards (CRRR) Presentation Ceremony 全新面貌「消費權益新聞報道獎」頒獎典禮

2022

11月
NOV

The 22nd CRRR, the first edition since a revolutionary revamp, concluded with a presentation ceremony conferring a total of 34 awards handpicked from a record-breaking 311 entries. The overhauled CRRR pioneered multiple innovations, including a new social media category, Topical Reporting Award promoting discussion of a selected consumer protection issue, and public voting for 2 awards.

第 22 屆「消費權益新聞報道獎」經全方位改革後，共收到 311 份參賽作品，打破歷年紀錄，頒獎典禮上共頒發 34 個獎項。全新面貌的報道獎有多項突破性革新，包括引入全新社交平台組別、新增「年度主題大獎」以鼓勵深入探討特選消費議題，以及在兩個組別破天荒引入公眾投票。

More in “Disseminating Consumer Information”

詳情可參閱「傳播消費訊息」一節



2022

11月
NOV

Proudly Awarded Directors of the Year Awards 2022 榮獲「2022 年度傑出董事獎」

The Board of Consumer Council received the prestigious captioned award by the Hong Kong Institute of Directors, a profound recognition of the Council's longstanding commitment to strong corporate governance and dedication to consumer protection.

消委會獲香港董事學會頒發此項殊榮，充分肯定本會一直以來對嚴謹的機構管治及致力保障消費者權益的工作。

More in “Commendations and Compliments”

詳情可參閱「嘉許與感謝」一節



2023

1 月
JAN



Launch of Virtual Reality Initiative for Consumer Education 首試虛擬實境消費者教育活動

The Council piloted a groundbreaking virtual reality (VR) initiative for its well-received “Support Programme for Persons with Special Needs”, leveraging the immersive technology for role-play simulation of sales malpractices in 2 scenarios – fitness and beauty centres.

本會的「特殊需要人士支援計劃」推出以來大受歡迎，年內更突破性為計劃引入虛擬實境（VR）角色扮演遊戲，善用沉浸式科技，讓目標對象以第一身視角體驗健身中心和美容院兩個場景中可能出現的不良銷售手法。

More in “**Empowering Consumers Through Education**”

詳情可參閱「以教育活動提升消費者自我保護能力」一節

“Travel Matters” Takes Top Complaint Category with +158% Rebound

「旅遊事務」投訴飆升 158% 成榜首

Complaint figures and trends are indicators of current affairs and consumers' top concerns. The year under review witnessed the hardest hitting fifth wave of COVID-19 and the gradual recovery. Most notably, “Travel Matters” became the top complaint category with a steep year-on-year rebound of 158% as borders reopened in early 2023. Complaints related to “Internet Shopping” and “Food & Entertainment Services” rose by 68% and 29% respectively, while that for electrical appliances hit an all-time high with over 3,000 cases.

每年的消費投訴數字和趨勢，均是反映社會大事和消費者關注熱點的指標。年內，本港經歷最嚴峻的第5波疫情及疫後復蘇，隨著2023年初逐步通關，「旅遊事務」躍升至投訴類別第一位，按年急劇反彈158%。「網購」和「食肆及娛樂」相關投訴則分別增加68%及29%，「電器用品」亦刷新歷史性新高，共錄得逾3,000宗投訴。

More in “**Resolving Disputes Between Consumers and Businesses**”

詳情可參閱「調停消費者與營商者之間的糾紛」一節

