

Top 5 Destinations of the Domestic Exports of Creative Goods ⁽¹⁾

(Source: Census and Statistics Department)

(1) Domestic exports of overall creative goods

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	2,265,474	23.4%	USA	2,167,542	27.3%	USA	1,956,982	22.8%
2	Chinese Mainland	1,255,866	13.0%	Chinese Mainland	1,034,574	13.1%	Switzerland	1,203,696	14.0%
3	United Kingdom	823,235	8.5%	United Kingdom	662,487	8.4%	Chinese Mainland	859,601	10.0%
4	Taiwan, China	786,922	8.1%	Singapore	612,323	7.7%	Macao, China	694,981	8.1%
5	Switzerland	728,939	7.5%	Taiwan, China	535,789	6.8%	Taiwan, China	580,029	6.8%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	2,155,994	23.4%	USA	2,112,207	18.4%	Chinese Mainland	4,383,361	34.8%
2	Chinese Mainland	1,041,444	11.3%	Switzerland	1,487,193	12.9%	USA	3,241,615	25.7%
3	Switzerland	909,308	9.9%	Chinese Mainland	1,457,513	12.7%	Taiwan, China	942,396	7.5%
4	United Kingdom	689,601	7.5%	United Kingdom	1,182,564	10.3%	United Kingdom	485,554	3.9%
5	Taiwan, China	624,006	6.8%	Singapore	818,151	7.1%	United Arab Emirates	462,171	3.7%

Note: (1) Please refer to “Concepts and Definitions” which is at the end of this file for further details on Hong Kong merchandise trade statistics and creative goods classifications.

The percentage share to the total domestic exports of the overall creative goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	6,314,611	32.4%	USA	4,845,419	24.5%
2	USA	5,240,918	26.9%	Chinese Mainland	4,106,137	20.8%
3	Taiwan, China	2,952,350	15.1%	Taiwan, China	3,414,181	17.3%
4	Macao, China	1,249,874	6.4%	Singapore	1,385,320	7.0%
5	United Kingdom	696,786	3.6%	Korea	1,049,094	5.3%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	5,846,007	28.8%	USA	4,503,082	25.0%
2	USA	4,361,460	21.5%	Chinese Mainland	3,231,862	17.9%
3	Taiwan, China	2,733,061	13.5%	Taiwan, China	2,787,155	15.5%
4	United Kingdom	1,798,055	8.9%	United Arab Emirates	1,272,013	7.1%
5	Singapore	1,041,191	5.1%	Switzerland	1,091,694	6.1%

Note: # The percentage share to the total domestic exports of the overall creative goods in respective years.

(2) Advertising-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	30,538	62.0%	Chinese Mainland	30,827	70.7%	Chinese Mainland	28,586	70.7%
2	USA	3,006	6.1%	USA	2,580	5.9%	USA	2,790	6.9%
3	South Africa	2,526	5.1%	Macao, China	1,716	3.9%	Australia	1,378	3.4%
4	Japan	1,902	3.9%	Thailand	1,108	2.5%	Macao, China	1,033	2.6%
5	Taiwan, China	1,338	2.7%	Japan	926	2.1%	Japan	925	2.3%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	12,668	48.4%	Chinese Mainland	7,482	44.5%	Chinese Mainland	5,901	45.8%
2	Australia	2,257	8.6%	USA	1,888	11.2%	Taiwan, China	2,741	21.3%
3	USA	2,094	8.0%	Macao, China	1,491	8.9%	USA	826	6.4%
4	Macao, China	1,423	5.4%	Australia	1,087	6.5%	Canada	592	4.6%
5	Philippines	1,423	5.4%	France	894	5.3%	Australia	483	3.8%

Note: # The percentage share to the total domestic exports of advertising-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	3,473	28.1%	Taiwan, China	5,852	50.3%
2	Taiwan, China	3,210	26.0%	Chinese Mainland	2,443	21.0%
3	United Kingdom	1,266	10.2%	Canada	536	4.6%
4	USA	792	6.4%	Australia	511	4.4%
5	Macao, China	701	5.7%	USA	454	3.9%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Taiwan, China	6,315	53.1%	Taiwan, China	6,622	54.8%
2	Chinese Mainland	2,977	25.1%	Chinese Mainland	3,788	31.3%
3	India	741	6.2%	Macao, China	677	5.6%
4	Macao, China	492	4.1%	USA	325	2.7%
5	USA	420	3.5%	Australia	140	1.2%

Note: # The percentage share to the total domestic exports of advertising-related goods in respective years.

(3) Architecture-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	18	68.7%	Chinese Mainland	79	85.9%	USA	7	62.1%
2	USA	8	31.3%	USA	13	14.1%	Chinese Mainland	4	37.9%
3	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
4	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
5	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	6	100.0%	USA	1	100.0%	USA	*	100.0%
2	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
3	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
4	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
5	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Note: # The percentage share to the total domestic exports of architecture-related goods in respective years.

N.A. Relevant figures are not applicable.

* Value less than HK\$500.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	*	100.0%	N.A.	N.A.	N.A.
2	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
3	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
4	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
5	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
2	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
3	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
4	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
5	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Note: # The percentage share to the total domestic exports of architecture-related goods in respective years.

N.A. Relevant figures are not applicable.

* Value less than HK\$500.

(4) Design-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	2,070,163	24.8%	USA	1,980,472	29.3%	USA	1,811,903	24.3%
2	United Kingdom	752,422	9.0%	United Kingdom	606,512	9.0%	Switzerland	1,203,431	16.2%
3	Chinese Mainland	749,273	9.0%	Singapore	579,664	8.6%	Macao, China	644,663	8.7%
4	Switzerland	727,605	8.7%	Chinese Mainland	478,515	7.1%	United Kingdom	446,874	6.0%
5	Taiwan, China	698,393	8.4%	Switzerland	464,859	6.9%	United Arab Emirates	407,629	5.5%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	2,046,453	25.3%	USA	2,011,983	19.6%	Chinese Mainland	3,466,819	30.6%
2	Switzerland	909,151	11.2%	Switzerland	1,487,089	14.5%	USA	3,158,309	27.8%
3	United Kingdom	664,465	8.2%	United Kingdom	1,163,142	11.3%	Taiwan, China	850,779	7.5%
4	Singapore	547,557	6.8%	Singapore	810,422	7.9%	United Kingdom	471,931	4.2%
5	United Arab Emirates	538,984	6.7%	Macao, China	738,357	7.2%	United Arab Emirates	462,130	4.1%

Note: # The percentage share to the total domestic exports of design-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	5,794,374	31.2%	USA	4,779,943	25.2%
2	USA	5,117,896	27.6%	Chinese Mainland	3,643,149	19.2%
3	Taiwan, China	2,825,753	15.2%	Taiwan, China	3,315,435	17.5%
4	Macao, China	1,178,759	6.4%	Singapore	1,375,946	7.3%
5	United Kingdom	684,877	3.7%	Korea	1,044,565	5.5%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	5,216,734	26.9%	USA	4,445,209	25.6%
2	USA	4,283,653	22.1%	Chinese Mainland	2,811,923	16.2%
3	Taiwan, China	2,686,127	13.9%	Taiwan, China	2,759,692	15.9%
4	United Kingdom	1,795,529	9.3%	United Arab Emirates	1,272,005	7.3%
5	Singapore	1,023,671	5.3%	Switzerland	1,091,681	6.3%

Note: # The percentage share to the total domestic exports of design-related goods in respective years.

(5) Digital Entertainment-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Philippines	27,137	24.8%	USA	17,834	30.5%	Singapore	6,238	28.8%
2	Macao, China	23,925	21.8%	Philippines	8,260	14.1%	Chinese Mainland	4,699	21.7%
3	Australia	14,046	12.8%	Taiwan, China	7,022	12.0%	USA	3,616	16.7%
4	Chinese Mainland	13,941	12.7%	Thailand	6,886	11.8%	Malaysia	2,206	10.2%
5	Russia	10,068	9.2%	Chinese Mainland	4,593	7.9%	Thailand	2,147	9.9%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	2,119	38.6%	Chinese Mainland	3,047	48.0%	USA	1,596	56.2%
2	Singapore	699	12.7%	USA	2,005	31.6%	Chinese Mainland	442	15.6%
3	Japan	524	9.5%	Germany	467	7.3%	Russia	216	7.6%
4	Malaysia	479	8.7%	Malaysia	288	4.5%	Thailand	178	6.3%
5	Thailand	460	8.4%	Singapore	125	2.0%	Germany	168	5.9%

Note: # The percentage share to the total domestic exports of digital entertainment-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Thailand	108	37.2%	USA	356	52.4%
2	Chinese Mainland	71	24.5%	Thailand	146	21.5%
3	Canada	58	20.0%	Chinese Mainland	68	10.0%
4	USA	32	11.0%	France	53	7.8%
5	France	18	6.2%	Australia	27	3.9%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Philippines	2,190	80.2%	Chinese Mainland	2,201	57.7%
2	France	289	10.6%	France	547	14.4%
3	USA	173	6.4%	USA	385	10.1%
4	Australia	39	1.4%	Thailand	345	9.1%
5	Chinese Mainland	35	1.3%	Singapore	195	5.1%

Note: # The percentage share to the total domestic exports of digital entertainment-related goods in respective years.

(6) Film & Television-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	123,934	44.9%	Chinese Mainland	136,781	59.1%	Taiwan, China	191,031	56.2%
2	Taiwan, China	37,698	13.7%	Taiwan, China	25,828	11.2%	Chinese Mainland	94,872	27.9%
3	Japan	34,842	12.6%	Japan	16,497	7.1%	Japan	21,422	6.3%
4	Singapore	23,704	8.6%	Singapore	15,541	6.7%	Thailand	7,412	2.2%
5	Macao, China	14,613	5.3%	Macao, China	9,412	4.1%	Macao, China	7,310	2.2%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Taiwan, China	148,416	44.3%	Chinese Mainland	126,437	69.1%	Chinese Mainland	333,793	88.0%
2	Chinese Mainland	141,303	42.1%	Taiwan, China	26,723	14.6%	Taiwan, China	22,267	5.9%
3	Japan	14,196	4.2%	Japan	10,213	5.6%	Japan	4,914	1.3%
4	Singapore	10,055	3.0%	New Zealand	5,866	3.2%	Macao, China	4,208	1.1%
5	Macao, China	6,486	1.9%	Macao, China	4,862	2.7%	Netherlands	2,859	0.8%

Note: # The percentage share to the total domestic exports of film & television-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	147,115	66.4%	Chinese Mainland	235,651	77.5%
2	Taiwan, China	46,317	20.9%	Taiwan, China	40,696	13.4%
3	Japan	16,285	7.3%	Japan	14,431	4.7%
4	Singapore	5,151	2.3%	Singapore	6,106	2.0%
5	Macao, China	3,299	1.5%	Macao, China	2,875	0.9%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	211,273	81.3%	Chinese Mainland	49,436	74.5%
2	Taiwan, China	26,964	10.4%	Singapore	5,769	8.7%
3	Singapore	15,348	5.9%	Macao, China	5,760	8.7%
4	Macao, China	4,574	1.8%	Taiwan, China	3,933	5.9%
5	Japan	494	0.2%	Japan	828	1.2%

Note: # The percentage share to the total domestic exports of film & television-related goods in respective years.

(7) Music-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	8,174	42.5%	Chinese Mainland	5,181	36.3%	Chinese Mainland	5,765	41.0%
2	Chinese Mainland	7,664	39.9%	USA	3,971	27.9%	USA	4,288	30.5%
3	India	810	4.2%	Germany	1,706	12.0%	India	1,376	9.8%
4	Mexico	605	3.1%	India	1,189	8.3%	Germany	855	6.1%
5	Thailand	359	1.9%	Australia	594	4.2%	Taiwan, China	643	4.6%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	38,450	71.6%	USA	13,457	44.2%	Taiwan, China	40,824	68.9%
2	USA	8,427	15.7%	Chinese Mainland	8,511	27.9%	Chinese Mainland	18,070	30.5%
3	Australia	4,789	8.9%	Taiwan, China	7,569	24.8%	USA	191	0.3%
4	India	1,165	2.2%	Singapore	289	0.9%	India	69	0.1%
5	Singapore	385	0.7%	Egypt	114	0.4%	Korea	37	0.1%

Note: # The percentage share to the total domestic exports of music-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Taiwan, China	60,383	55.7%	Chinese Mainland	39,096	38.3%
2	Chinese Mainland	40,359	37.2%	Taiwan, China	38,871	38.1%
3	USA	7,048	6.5%	USA	22,809	22.3%
4	Finland	212	0.2%	India	931	0.9%
5	India	156	0.1%	Thailand	179	0.2%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	150,299	78.3%	Chinese Mainland	56,395	42.3%
2	USA	39,458	20.6%	USA	31,788	23.8%
3	India	1,486	0.8%	India	21,760	16.3%
4	Taiwan, China	579	0.3%	Vietnam	18,207	13.7%
5	Thailand	35	^	Pakistan	2,831	2.1%

Note: # The percentage share to the total domestic exports of music-related goods in respective years.

^ Value less than 0.05%.

(8) Printing & Publishing-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	330,498	38.5%	Chinese Mainland	378,598	45.8%	Chinese Mainland	341,849	46.9%
2	USA	171,113	19.9%	USA	161,790	19.6%	USA	133,518	18.3%
3	United Kingdom	60,887	7.1%	United Kingdom	48,177	5.8%	Taiwan, China	42,876	5.9%
4	Taiwan, China	45,500	5.3%	Taiwan, China	44,076	5.3%	Macao, China	41,906	5.7%
5	Australia	41,197	4.8%	Macao, China	41,419	5.0%	United Kingdom	27,839	3.8%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	396,906	56.2%	Chinese Mainland	661,602	67.4%	Chinese Mainland	558,337	69.2%
2	USA	96,530	13.7%	USA	82,492	8.4%	USA	80,164	9.9%
3	Macao, China	34,870	4.9%	Macao, China	62,643	6.4%	Macao, China	47,743	5.9%
4	Taiwan, China	33,353	4.7%	Taiwan, China	36,800	3.7%	Taiwan, China	25,784	3.2%
5	United Kingdom	23,221	3.3%	United Kingdom	16,229	1.7%	Canada	23,455	2.9%

Note: # The percentage share to the total domestic exports of printing & publishing-related goods in respective years.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	329,220	55.7%	Chinese Mainland	185,730	51.2%
2	USA	114,411	19.3%	Macao, China	78,238	21.6%
3	Macao, China	67,114	11.3%	USA	41,229	11.4%
4	Taiwan, China	16,686	2.8%	Taiwan, China	13,327	3.7%
5	Canada	14,073	2.4%	United Kingdom	8,158	2.2%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	264,689	58.1%	Chinese Mainland	308,119	63.3%
2	Macao, China	91,045	20.0%	Macao, China	107,172	22.0%
3	USA	37,510	8.2%	USA	25,253	5.2%
4	Indonesia	13,746	3.0%	Taiwan, China	16,074	3.3%
5	Taiwan, China	13,076	2.9%	Malaysia	4,638	1.0%

Note: # The percentage share to the total domestic exports of printing & publishing-related goods in respective years.

Concepts and Definitions

- (a) The trade statistics set out above are compiled by Cultural and Creative Industries Development Agency with reference to import/export declarations information collated and provided by Census and Statistics Department.
- (b) Domestic exports refer to a nature produce of Hong Kong or the products of a manufacturing process in Hong Kong which has changed permanently and substantially the shape, nature, form or utility of the basic materials used in manufacture. They are valued on f.o.b (free on board) basis.
- (c) Re-exports mean the products which have previously been imported into Hong Kong and which are re-exported without having undergone in Hong Kong a manufacturing process which has changed permanently and substantially the shape, nature, form or utility of the basic materials used in the manufacture. They are valued on f.o.b. (free on board) basis.
- (d) Imports refer to the goods which have been produced or manufactured in places outside Hong Kong and brought into Hong Kong for local use or for subsequent re-export as well as Hong Kong products re-imported. Imported goods are valued on c.i.f. (cost, insurance and freight) basis.
- (e) To facilitate the statistics comparability, all statistics set out herein are compiled on the basis of the Standard International Trade Classification (SITC) Revision 4 as the general commodity classification system.
- (f) Reference has been made to relevant statistical guidelines released by the United Nations Conference on Trade and Development (UNCTAD) and United Nations Educational, Scientific, and Cultural Organisation (UNESCO) with appropriate local adaption in drawing up the coverage and classification of creative goods for statistics compilation.