

Top 5 Destinations of the Re-Exports of Creative Goods ⁽¹⁾

(Source: Census and Statistics Department)

(1) Re-exports of overall creative goods

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	121,082,721	29.2%	USA	106,209,870	28.9%	USA	102,675,989	27.5%
2	Chinese Mainland	50,436,620	12.2%	Chinese Mainland	47,950,559	13.1%	Chinese Mainland	55,520,477	14.9%
3	Japan	28,504,870	6.9%	Japan	25,459,266	6.9%	Japan	27,883,294	7.5%
4	United Kingdom	23,037,683	5.6%	United Kingdom	19,634,183	5.3%	Germany	21,124,947	5.7%
5	Germany	20,729,369	5.0%	Germany	17,110,150	4.7%	United Kingdom	17,708,065	4.7%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	107,597,444	27.7%	USA	86,144,701	24.3%	Chinese Mainland	70,819,384	25.9%
2	Chinese Mainland	62,630,391	16.1%	Chinese Mainland	59,406,648	16.7%	USA	50,464,171	18.4%
3	Japan	28,171,800	7.3%	Japan	24,634,262	6.9%	Japan	18,484,347	6.8%
4	Macao, China	18,661,286	4.8%	Macao, China	20,434,097	5.8%	Macao, China	12,066,257	4.4%
5	Germany	15,861,132	4.1%	United Kingdom	14,144,345	4.0%	Taiwan, China	10,987,170	4.0%

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 re-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	77,794,634	24.1%	Chinese Mainland	64,320,695	23.0%
2	USA	62,561,941	19.4%	USA	47,904,450	17.1%
3	Macao, China	25,026,019	7.7%	Macao, China	19,902,828	7.1%
4	Japan	17,735,330	5.5%	Taiwan, China	12,281,850	4.4%
5	Taiwan, China	11,905,514	3.7%	Japan	10,915,404	3.9%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	53,187,841	19.0%	Chinese Mainland	60,364,426	21.6%
2	USA	48,357,657	17.2%	USA	49,700,829	17.8%
3	Macao, China	29,713,575	10.6%	Macao, China	23,018,757	8.2%
4	Taiwan, China	13,068,843	4.7%	Taiwan, China	14,127,496	5.1%
5	Switzerland	11,214,268	4.0%	Japan	11,253,499	4.0%

Note: # The percentage share to the total re-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	93,451	36.3%	Chinese Mainland	53,775	27.3%	Chinese Mainland	62,083	31.6%
2	Philippines	27,593	10.7%	Philippines	28,306	14.4%	Philippines	33,967	17.3%
3	USA	23,542	9.2%	USA	23,097	11.7%	USA	28,746	14.6%
4	Japan	15,851	6.2%	Japan	20,157	10.2%	Japan	14,669	7.5%
5	Germany	15,091	5.9%	Australia	8,490	4.3%	India	7,385	3.8%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	52,776	26.9%	Chinese Mainland	97,214	30.5%	Chinese Mainland	88,458	37.7%
2	Philippines	40,846	20.8%	Germany	44,420	13.9%	Taiwan, China	37,082	15.8%
3	Japan	26,111	13.3%	Taiwan, China	43,841	13.7%	Japan	15,782	6.7%
4	USA	21,346	10.9%	Philippines	37,772	11.8%	USA	13,879	5.9%
5	Malaysia	5,877	3.0%	USA	16,820	5.3%	Vietnam	13,470	5.7%

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

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	82,801	40.1%	Chinese Mainland	68,232	52.6%
2	Philippines	29,913	14.5%	USA	12,256	9.5%
3	Taiwan, China	16,348	7.9%	Taiwan, China	9,287	7.2%
4	USA	13,945	6.7%	Japan	6,937	5.3%
5	Japan	10,808	5.2%	Switzerland	4,012	3.1%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	37,189	48.4%	Chinese Mainland	50,216	45.3%
2	Thailand	8,113	10.6%	Thailand	20,319	18.3%
3	Japan	5,340	6.9%	USA	7,413	6.7%
4	Taiwan, China	4,820	6.3%	Macao, China	4,953	4.5%
5	USA	3,400	4.4%	Japan	3,585	3.2%

Note: # The percentage share to the total re-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	365	82.4%	Chinese Mainland	307	96.2%	Chinese Mainland	165	97.8%
2	Korea	70	15.9%	USA	12	3.8%	USA	4	2.2%
3	USA	8	1.7%	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	Chinese Mainland	22	74.1%	Chinese Mainland	63	71.1%	USA	17	89.8%
2	USA	8	25.9%	Ecuador	22	25.2%	Chinese Mainland	2	10.2%
3	N.A.	N.A.	N.A.	USA	3	3.6%	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 re-exports of architecture-related goods in respective years.

N.A. Relevant figures are not applicable.

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	5	91.1%	USA	27	99.9%
2	Chinese Mainland	*	8.9%	Chinese Mainland	*	0.1%
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	USA	2	100.0%	France	780	98.5%
2	N.A.	N.A.	N.A.	USA	12	1.5%
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 re-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	111,772,630	30.9%	USA	97,613,878	30.6%	USA	91,502,955	30.0%
2	Chinese Mainland	29,161,042	8.1%	Chinese Mainland	28,599,808	9.0%	Chinese Mainland	28,511,202	9.4%
3	Japan	26,366,802	7.3%	Japan	23,466,891	7.3%	Japan	22,760,203	7.5%
4	United Kingdom	20,679,855	5.7%	United Kingdom	17,605,136	5.5%	United Kingdom	15,825,348	5.2%
5	Germany	18,244,111	5.0%	Germany	15,296,050	4.8%	Macao, China	15,107,901	5.0%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	88,486,026	29.2%	USA	73,107,972	25.1%	Chinese Mainland	44,677,999	21.1%
2	Chinese Mainland	29,242,849	9.7%	Chinese Mainland	34,974,129	12.0%	USA	40,913,290	19.4%
3	Japan	22,513,829	7.4%	Japan	22,152,265	7.6%	Japan	15,395,384	7.3%
4	Macao, China	18,540,719	6.1%	Macao, China	20,292,486	7.0%	Macao, China	11,849,570	5.6%
5	United Kingdom	12,890,246	4.3%	Switzerland	12,477,079	4.3%	Switzerland	7,882,053	3.7%

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

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	53,789,123	21.2%	USA	42,632,930	19.5%
2	Chinese Mainland	46,121,394	18.2%	Chinese Mainland	35,375,394	16.2%
3	Macao, China	24,829,410	9.8%	Macao, China	19,640,858	9.0%
4	Japan	14,770,615	5.8%	Taiwan, China	9,797,788	4.5%
5	Taiwan, China	8,826,493	3.5%	Japan	9,455,228	4.3%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	43,376,450	18.9%	USA	44,455,682	20.5%
2	Chinese Mainland	31,738,131	13.9%	Chinese Mainland	27,027,056	12.5%
3	Macao, China	29,430,261	12.8%	Macao, China	22,765,028	10.5%
4	Taiwan, China	11,213,882	4.9%	Taiwan, China	11,371,333	5.2%
5	Switzerland	11,188,541	4.9%	Japan	9,871,195	4.6%

Note: # The percentage share to the total re-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	Chinese Mainland	7,838,697	48.4%	Chinese Mainland	4,425,070	42.3%	Chinese Mainland	6,691,551	27.3%
2	USA	3,077,507	19.0%	USA	2,297,187	21.9%	Germany	5,386,740	22.0%
3	Japan	1,331,362	8.2%	Japan	1,107,375	10.6%	USA	5,255,112	21.5%
4	Germany	1,278,113	7.9%	Germany	586,903	5.6%	Japan	3,894,341	15.9%
5	Singapore	781,283	4.8%	Singapore	419,118	4.0%	Australia	637,030	2.6%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	7,373,085	28.2%	USA	4,309,536	27.9%	USA	3,379,579	23.1%
2	Chinese Mainland	5,962,157	22.8%	Chinese Mainland	2,557,992	16.6%	Chinese Mainland	2,234,159	15.3%
3	Japan	4,615,268	17.6%	Japan	1,572,034	10.2%	Japan	2,013,607	13.8%
4	Germany	2,020,921	7.7%	Germany	1,302,790	8.4%	Australia	1,268,603	8.7%
5	Poland	1,634,212	6.2%	Poland	1,113,970	7.2%	Vietnam	776,440	5.3%

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

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	2,416,841	17.0%	Vietnam	1,940,802	15.5%
2	USA	2,330,719	16.4%	Chinese Mainland	1,770,103	14.1%
3	Japan	1,757,870	12.4%	USA	1,049,867	8.4%
4	United Kingdom	1,269,854	9.0%	Australia	931,728	7.4%
5	Vietnam	787,611	5.6%	United Kingdom	888,934	7.1%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	1,947,339	18.7%	Chinese Mainland	1,468,316	24.3%
2	Vietnam	1,242,468	11.9%	Vietnam	604,549	10.0%
3	USA	1,075,078	10.3%	USA	564,269	9.3%
4	Malaysia	894,193	8.6%	Japan	551,268	9.1%
5	Singapore	604,503	5.8%	Cambodia	478,723	7.9%

Note: # The percentage share to the total re-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	5,458,807	66.5%	Chinese Mainland	5,184,347	73.0%	Chinese Mainland	5,768,391	71.6%
2	India	1,151,768	14.0%	India	693,945	9.8%	India	977,611	12.1%
3	Ethiopia	334,922	4.1%	Bangladesh	354,373	5.0%	Bangladesh	241,017	3.0%
4	Bangladesh	164,904	2.0%	Taiwan, China	221,587	3.1%	Taiwan, China	205,483	2.6%
5	Taiwan, China	160,133	2.0%	Singapore	115,350	1.6%	Singapore	179,934	2.2%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	5,227,833	69.2%	Chinese Mainland	3,864,661	72.8%	Chinese Mainland	5,217,848	80.8%
2	Pakistan	710,066	9.4%	Pakistan	386,909	7.3%	Bangladesh	240,594	3.7%
3	India	564,932	7.5%	Taiwan, China	174,045	3.3%	Taiwan, China	194,649	3.0%
4	Bangladesh	286,275	3.8%	Singapore	148,405	2.8%	Pakistan	179,026	2.8%
5	Singapore	151,056	2.0%	Vietnam	135,800	2.6%	Singapore	154,954	2.4%

Note: # The percentage share to the total re-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	3,477,907	69.5%	Chinese Mainland	4,305,414	80.7%
2	Pakistan	375,616	7.5%	Taiwan, China	178,895	3.4%
3	Bangladesh	342,763	6.8%	Korea	173,427	3.3%
4	Taiwan, China	202,358	4.0%	Bangladesh	156,556	2.9%
5	Singapore	152,974	3.1%	Singapore	136,021	2.5%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	6,283,250	90.0%	Chinese Mainland	6,020,645	89.3%
2	Bangladesh	159,451	2.3%	Bangladesh	212,920	3.2%
3	Singapore	130,188	1.9%	Singapore	130,521	1.9%
4	Macao, China	87,967	1.3%	Taiwan, China	109,235	1.6%
5	Taiwan, China	84,681	1.2%	Macao, China	77,974	1.2%

Note: # The percentage share to the total re-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	Chinese Mainland	7,382,329	45.0%	Chinese Mainland	9,175,433	49.4%	Chinese Mainland	13,977,074	54.0%
2	USA	1,767,304	10.8%	USA	1,694,410	9.1%	Taiwan, China	2,259,384	8.7%
3	Taiwan, China	1,586,207	9.7%	Taiwan, China	1,445,919	7.8%	USA	2,019,441	7.8%
4	Germany	659,042	4.0%	Germany	691,663	3.7%	Korea	859,336	3.3%
5	Korea	401,252	2.4%	Korea	561,639	3.0%	Germany	814,528	3.1%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	21,502,638	51.8%	Chinese Mainland	17,319,257	52.2%	Chinese Mainland	17,820,146	54.4%
2	USA	7,670,412	18.5%	USA	4,671,787	14.1%	USA	2,649,244	8.1%
3	Taiwan, China	1,802,089	4.3%	Taiwan, China	1,766,322	5.3%	Taiwan, China	2,216,442	6.8%
4	Mexico	1,241,524	3.0%	Korea	1,286,285	3.9%	Netherlands	890,443	2.7%
5	Korea	822,129	2.0%	Germany	767,401	2.3%	Japan	819,078	2.5%

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

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	24,496,712	60.7%	Chinese Mainland	22,251,586	58.1%
2	USA	2,368,442	5.9%	USA	2,604,700	6.8%
3	Taiwan, China	2,199,154	5.4%	Taiwan, China	1,840,940	4.8%
4	Germany	1,148,413	2.8%	India	1,392,823	3.6%
5	Japan	951,844	2.4%	United Arab Emirates	688,558	1.8%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	Chinese Mainland	12,790,042	43.5%	Chinese Mainland	25,407,686	56.3%
2	USA	2,320,030	7.9%	USA	3,123,477	6.9%
3	Taiwan, China	1,533,011	5.2%	Taiwan, China	2,536,522	5.6%
4	Russia	926,815	3.2%	Thailand	1,687,133	3.7%
5	India	880,538	3.0%	Vietnam	1,229,508	2.7%

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

(8) Printing & Publishing-related

(HK\$'000)

Ranking	2015			2016			2017		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	4,350,275	37.2%	USA	4,519,161	39.9%	USA	3,812,819	37.5%
2	United Kingdom	1,739,561	14.9%	United Kingdom	1,625,284	14.3%	United Kingdom	1,372,468	13.5%
3	Australia	850,773	7.3%	Australia	755,941	6.7%	Australia	706,220	6.9%
4	Germany	517,692	4.4%	Germany	514,471	4.5%	Chinese Mainland	510,010	5.0%
5	Chinese Mainland	501,929	4.3%	Chinese Mainland	511,819	4.5%	Germany	451,099	4.4%
Ranking	2018			2019			2020		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	4,018,532	40.2%	USA	4,009,285	43.0%	USA	3,467,078	41.9%
2	United Kingdom	1,368,492	13.7%	United Kingdom	1,207,541	12.9%	United Kingdom	945,147	11.4%
3	Australia	666,728	6.7%	Chinese Mainland	593,330	6.4%	Chinese Mainland	780,771	9.4%
4	Chinese Mainland	642,114	6.4%	Australia	580,609	6.2%	Australia	597,569	7.2%
5	Germany	440,904	4.4%	Germany	413,037	4.4%	Germany	315,384	3.8%

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

(Cont'd)

(HK\$'000)

Ranking	2021			2022		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	4,043,715	40.7%	USA	1,590,376	32.0%
2	Chinese Mainland	1,198,978	12.1%	Chinese Mainland	549,965	11.1%
3	United Kingdom	1,082,186	10.9%	United Kingdom	535,377	10.8%
4	Australia	587,916	5.9%	Australia	359,067	7.2%
5	Germany	406,707	4.1%	France	216,163	4.3%
Ranking	2023			2024		
	Destinations	Value	% Share [#]	Destinations	Value	% Share [#]
1	USA	1,564,696	34.3%	USA	1,533,875	32.3%
2	United Kingdom	506,476	11.1%	United Kingdom	525,706	11.1%
3	Chinese Mainland	391,890	8.6%	Chinese Mainland	390,508	8.2%
4	Australia	267,796	5.9%	Australia	292,744	6.2%
5	France	166,914	3.7%	Germany	210,053	4.4%

Note: # The percentage share to the total re-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.