

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[#]

80,133 Copies 冊



Sales of eCHOICE
網上版《選擇》銷售量

1,436
Single Issues 單期

6,043
Single Articles 單篇文章

[#] Note 註：2024.04.01 – 2025.01.01

Digital Platforms 數碼平台



Official Website
官方網站

16 Million
Page Views
1,600 萬
網頁瀏覽

7 Shopping Guide Articles
「消費全攻略」文章

53 Infographics
信息圖

95 Videos
影片



Facebook

114,889

Accumulated Followers
累計追蹤人數

327 Posts
帖文



WeChat 微信

42,490

Accumulated Followers
累計追蹤人數

48 Posts
帖文



Instagram

4,936

Accumulated Followers
累計追蹤人數

225 Posts
帖文



YouTube

5.2

Million 百萬
Accumulated Views
累計觀看次數



35,936 Accumulated Subscribers
累計訂戶

462,644

Views 觀看次數 (Reporting Year 報告年度)



Online Price Watch 網上價格一覽通

Unique Visitors 獨立訪客

187,026 Desktop
電腦瀏覽

+18%

283,500 Mobile
手機瀏覽

+19%

2,870 Products Covered
款涵蓋產品



Oil Price Watch 油價資訊通

2.48 Million
百萬
Page Views 網頁瀏覽

1.62 Million
百萬
App Views 應用程式瀏覽

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

14,184 App Downloads
應用程式下載次數

108,221 Accumulated App Downloads[^]
應用程式累計下載[^] +15%

[^] Note: Since its revamp in 2020
註：自應用程式於 2020 年更新起計



Public Engagement Events 公眾參與活動

Top 10 Consumer News –Year of the Dragon
龍年十大消費新聞

14,429 Voters
投票人數

23rd Consumer Rights Reporting Awards
第 23 屆消費權益新聞報道獎

1,170 Public Voters
公眾投票人數



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	7,171	91%*
Secondary and Post-Secondary School Students 中學生和專上學生	25,979	87%*
Persons with Special Needs 特殊需要人士	1,459	96.5%
Senior Citizens 長者	1,459	97%
Total 總數	36,068	

* Note: applicable to programmes implemented in 2023/24 school year only
註：只適用於 2023/24 學年舉行之計劃



Mass Media 大眾媒體

64 Press Releases
新聞稿

21 Press Statements
新聞聲明

5,700+ Counts of Media Coverage
傳媒報道篇幅

500+ Media Enquiries
傳媒查詢

168 Media Interviews
傳媒採訪

43 Front Pages
頭版報道

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

Protecting Consumer Rights 保障消費者權益



Direct Assistance 直接協助



63% Resolution Rate
調停成功率

207 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

9 Assistance Granted
獲基金批予協助之申請

34 Assisted Cases Cleared
期內完結的受助個案



Research, Test & Survey 研究、測試及調查

40 Product Research
產品研究

889 Products Tested and Studied
款測試及研究產品

558 Brands
品牌

18 Service Surveys
服務調查

16 In-depth Studies
深入研究



11 First-ever Product Tests
首次測試產品

32 Tests and Studies Related to
Sustainable Consumption
可持續消費相關測試及研究

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



Advocacy 倡議

10
Submissions to
Consultations
諮詢回應

1
Policy Studies
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
394,668 pages
頁
按年 -23% YoY

Electricity Usage 用電量
350,611 units
度
按年 +18% YoY

(1 Unit 度 = 1kWh)

2024

4月
4 APR

50th Anniversary Golden Jubilee Cocktail Reception 50 周年金禧誌慶酒會

Over 880 guests came together to honour the Council's half-century mark at the cocktail reception held at the Hong Kong Convention and Exhibition Centre. Officiated by the Chief Executive of the HKSAR, Mr John Lee, the ceremony was graced by many key Government officials, Executive and Legislative Council members, industry leaders, important partners in consumer protection, as well as current and former Council Members.



消委會 50 周年金禧誌慶酒會假香港會議展覽中心舉行，逾 880 位來賓聚首一堂，一同慶賀本會成立半世紀。誌慶酒會由行政長官李家超先生主禮，多位特區政府主要官員、行政會議成員、立法會議員、業界領袖、消保組織合作夥伴，以及現屆和歷屆消委會委員均蒞臨出席，令活動熠熠生輝。

1st “Smart Consumption Academy” (SCA) Successfully Concludes 首屆「智醒消費學堂」圓滿舉行

The first SCA, the new educational programme for secondary school students co-organised by the Council and the Education Bureau (EDB), was held during the year, attracting overwhelming enrolment from over 25,000 students from 140 secondary schools and concluding with an Awards Presentation Ceremony on 12 July 2024.

由消委會與教育局合辦的全新中學生教育計劃「智醒消費學堂」，於年內完成首屆活動，反應熱烈，共吸引 140 間中學、逾 25,000 位學生報名參加，並於 2024 年 7 月 12 日舉行頒獎典禮。

More in “Empowering Consumers Through Education”

詳情可參閱「以教育提升消費者自我保護能力」一節

2024

7月
7 JUL



Collaboration in Consumer Redress with Thailand Consumers Council (TCC) 與泰國消費者委員會簽訂合作協議

The Hong Kong Consumer Council and TCC signed a Memorandum of Understanding (MOU) for collaboration on cross-border consumer disputes. Through establishing an information exchange and complaint referral mechanism, it aims to strengthen cooperation in resolving consumer disputes. As the fourth MOU signed with a consumer body in Asia, it marks the Council's dedication in jointly creating a safer and more reassuring consumption environment for consumers in the region.

Closer to home, the Council also signed an MOU with the Guangdong Consumer Council, and renewed MOUs with the Zhejiang Consumers Council and Shanghai Consumer Council during the year, forging even closer collaboration with the Mainland in dispute resolution.

本會與泰國消費者委員會簽訂跨境消費爭議合作協議書，建立兩地訊息及投訴個案互通機制，藉以加強跨境處理消費糾紛的合作。這是本會第4度與亞洲地區的消保組織簽訂同類協議，攜手為區內的消費者締造更有保障、更安心的消費環境。

與此同時，本會於年內與廣東省消費者委員會簽訂《深化粵港區域市場一體化消費維權合作協議》，亦分別跟浙江省消費者權益保護委員會、上海市消費者權益保護委員會再次簽署合作協議，進一步深化與內地省市就處理消費糾紛的合作。

More in “Forging Closer Collaboration for Consumer Protection”

詳情可參閱「加強對外合作保障消費者權益」一節

2024
10月 OCT



Breaking Engagement Records for Consumer Rights Reporting Awards (CRRA) and Top 10 消費權益新聞報道獎、十大消費新聞雙雙刷新紀錄

The year under review saw historical-high engagement with media partners and the public. The 24th CRRA attracted a record-breaking 471 entries from 46 news organisations, social media platforms and higher education institutions, while the Top 10 Consumer News — Year of the Dragon also broke turnout records with 14,429 voters.

年內，本會與傳媒夥伴及公眾互動再創新紀錄。「第24屆消費權益新聞報道獎」共有46間新聞機構、社交平台及大專院校參與，參賽作品高達471份，打破歷屆紀錄。而「龍年十大消費新聞」選舉則吸引14,429名市民投票，同樣寫下歷來投票人數新高。

More in “Disseminating Consumer Information”

詳情可參閱「傳播消費訊息」一節

2024

11月 NOV

2025

2月 FEB



CHOICE Free for All Distribution Points at Link Shopping Centres 《選擇》免費睇 領展商場設派發點

The online version of CHOICE Magazine became fully available for free from 2 January 2025, empowering consumers with accessible consumption information anytime, anywhere. The Council also collaborated with Link to set up distribution points at 14 of their shopping centres, offering a limited number of complimentary print copies for members of the public in need.

《選擇》月刊於 2025 年 1 月 2 日正式全面免費開放網上版，讓消費者隨時隨地掌握衣食住行各方面的消費資訊，時刻精明消費。消委會更與領展合作，於其旗下 14 個商場設立派發點，提供小量印刷版讓有需要的市民免費取閱。

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

2025

1 月
JAN



Launch of GBA Smart Guide for Residential Properties 一站式網上資訊平台《大灣區住房錦囊》啟動

2025

2 月
FEB

In view of the rising demand of consumers working or living in the Greater Bay Area (GBA), the Council launched a brand new one-stop online platform “GBA Smart Guide (Residential Properties)”, with 5 thematic pages covering comprehensive information on purchasing or renting residential properties in various cities in the GBA. The Smart Guide aims to help consumers make informed choices while navigating the intricacies of property purchases and rental.

消委會推出全新一站式網上平台《大灣區住房錦囊》，設 5 大專題頁面，全面涵蓋大灣區不同城市的置業和租樓流程等所需資訊，以貼合愈來愈多市民在大灣區工作、居住的需要，為大灣區消費者「置業及租賃導航」，作出精明選擇。

More in “Forging Closer Collaboration for Consumer Protection”
詳情可參閱「加強對外合作保障消費者權益」一節



Advocating Transparency in Private Healthcare Pricing 倡議提升私營醫療價格透明度

The Council published a study titled “Price Transparency in Healthcare: Fostering Consumer Trust and Value” examining the concerns and pain points experienced by consumers in using private healthcare services. The study identified areas for improvement and put forward 5 recommendations for enhancing price transparency in the private healthcare sector; ultimately empowering consumers and fostering greater trust.

消委會發表了題為《信心與價值：提升醫療價格透明度》的研究報告，審視消費者在使用私營醫療服務時所遇到的疑慮和痛點，尋找改善空間，並就提升收費透明度提出 5 項建議，從而加強消費者保障自身權益的能力，以及對私營醫療市場的信任。

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

2025

3 月
MAR

Price Transparency
in Healthcare:
Fostering Consumer
Trust and Value
信心與價值：
提升醫療價格透明度

