

RESOLVING DISPUTES BETWEEN CONSUMERS AND BUSINESSES

調停消費者與經營者之間的糾紛



In fulfilling its statutory functions and duties, the Council provides readily available consumer complaints handling services, helping consumers and traders to resolve disputes by means of conciliation. This approach aids both consumers and traders in achieving a mutually acceptable agreement, even though the Council does not possess law enforcement authority or investigative powers. The information collected from consumer complaints not only enables the Council to monitor market conditions, and to advocate for consumers' rights and interests, but also facilitates collaboration with other authorities through sharing intelligence to address unethical trading practices.

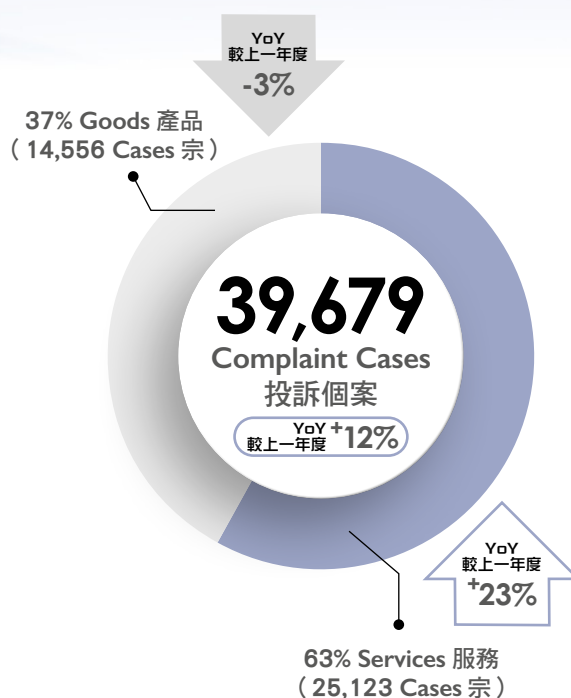
消委會致力履行其法定職能和職責，為消費者提供便捷的投訴處理服務，並以調停方式解決消費者與經營者之間的爭議。儘管消委會沒有執法或調查的權力，但亦能透過調停方式，有效地為消費者和商戶達成雙方共同接納的解決方案。此外，從消費投訴中蒐集得來的資訊，不僅有助本會監察市場狀況，適時為消費者權益提出倡議，更能讓本會透過與其他機構和執法部門共享情報，攜手遏止不良銷售行為。

Complaints and Enquiries Received

In 2024-25, the Council recorded 39,679 complaints and 55,174 enquiries, indicating a 12% year-on-year (YoY) increase in complaints and a 5% decrease in enquiries. The e-form available on the Council's website remained the major complaint channel in 2024-25 that accounted for 77% of the total complaint cases received. Meanwhile, 90% of enquiries were made via the Council's hotlines.

投訴及諮詢

在 2024-25 年度，消委會共錄得 39,679 宗消費投訴及 55,174 宗諮詢，按年分別上升 12% 及下跌 5%。本會網站提供的電子表格是最常用的投訴遞交方式，佔總投訴個案的 77%；至於消費諮詢方面，大部分（90%）是透過本會的電話熱線接收。



Overview and Trends

Complaints Statistics Breakdown

The Council has seen a continuous increase in the overall complaint figures for 6 consecutive years. Among the cases received in the reporting period, 41% involved online shopping, accounting for 16,164 cases (-2% YoY). 63% of the pursuable cases were successfully resolved by conciliation (see Fig. 4).

The notable rise in complaint cases was largely due to the abrupt closure of the gym chain Physical Fitness in September 2024, which alone accounted for 5,649 complaints, representing 14% of the overall total. Factoring out the complaints arising from this incident, the Council recorded a total of 34,030 complaint cases in 2024-25, indicating a slight decrease of 4% from last year.

As a result of the shutdown of Physical Fitness, the proportion of service-related complaints rose to 63% (compared to 58% in 2023-24), while complaints concerning goods made up 37% of all complaints received, down from 42% of the year before.

Economic Slowdown and Consumer Confidence

The shifting consumption habits of visitors to Hong Kong coupled with increased outbound travel by local residents have led to persistent challenges for local businesses, resulting in a rise of shop closures. In the year under review, the Council recorded 6,296 complaints against shop closures, representing a 723% YoY upsurge. 5,649 of these cases were related to Physical Fitness, which has prompted consumers to reconsider the stability of even well-established traders. Furthermore, the closure has raised public concern regarding prepaid services and the necessity for a legally mandated cooling-off period. Consumers are reminded to carefully consider before committing to prepayment consumption, and to avoid purchasing prepaid packages or entering into contracts that exceed their actual needs.

In terms of the nature of complaints, excluding shop closure cases mainly attributed to Physical Fitness, service quality topped the list in 2024-25 with 5,908 cases, accounting for 17% of all complaints. There was also a notable call for improvement in product quality, with 4,212 cases concerning quality of goods, or 12% of the overall complaints. Businesses should enhance the standard of their products and services to remain competitive and attractive, thereby effectively encouraging both locals and visitors to shop and boost economic growth. Furthermore, the Council recorded 2,328 cases related to sales practices during the reporting period, with 376 cases filed by visitors. It is imperative for the industry to implement measures to combat malpractice to uphold consumer trust and Hong Kong's reputation.

Dispute Resolution Beyond Boundaries

The proliferation of e-commerce and outbound travel means that consumption activities nowadays have transcended both geographical and physical boundaries. During the year, the Council signed a Memorandum of Understanding (MOU) for collaboration on cross-border consumer disputes with the Thailand Consumers Council. Considering Thailand's extreme popularity as a travel destination for Hong Kong people, this agreement is set to remove past obstacles for resolving consumer complaints, including language, geographical and jurisdictional barriers.

概覽及趨勢

消費投訴統計

本會的整體投訴數字已連續 6 年上升。年內接獲的個案中，41% 涉及網上購物，合共 16,164 宗（按年 -2%）。63% 的可跟進個案成功以調停方式解決（見圖 4）。

投訴個案顯著上升，主要原因是連鎖健身中心舒適堡於 2024 年 9 月突然結業，此單一事件共累計 5,649 宗投訴，佔整體投訴個案的 14%。若撇除該事件所引起的投訴，本會在 2024-25 年度共錄得 34,030 宗投訴個案，較上一個年度輕微下跌 4%。

由於舒適堡結業，與服務相關的投訴個案佔比上升至 63%（2023-24 年度為 58%），涉及貨品的投訴則由上一年度的 42% 下降至 37%。

經濟放緩及消費信心

訪港旅客消費習慣的轉變，加上本地居民外遊增加，為本地商戶帶來持續挑戰，導致出現店鋪倒閉情況。年內，本會共接獲 6,296 宗有關店鋪結業的投訴，按年激增 723%。當中，有 5,649 宗與舒適堡有關，該事件促使消費者重新審視即使是歷史悠久的「老字號」亦可能有倒閉的可能。此外，商戶結業亦引起了公眾關注預繳式消費，以及需引入法定冷靜期。本會提醒消費者在進行預繳式消費前應慎重考慮，避免購買超出實際需要的預繳套票或簽訂合約。

就投訴性質而言，撇除因舒適堡結業的投訴，涉及服務質素的個案居首位，達 5,908 宗，佔投訴個案總數的 17%。年內，有 4,212 宗投訴涉及貨品質素問題，佔整體投訴個案的 12%，反映業界有必要提升貨品質素。經營者應提高貨品及服務水平，以保持其競爭力和吸引力，從而有效地鼓勵本地居民和旅客購物，促進經濟增長。此外，本會在年內共接獲 2,328 宗與銷售手法相關的個案，當中 376 宗來自訪港旅客。業界必須採取打擊不良營商行為的措施，以維護消費者信心及本港聲譽。

處理跨境消費爭議

隨著電子商務日漸普及，加上全球旅遊復甦，現今的消費活動已再無疆界。年內，本會與泰國消費者委員會簽訂了跨境消費爭議合作協議書。泰國向來是港人旅遊熱點，此項合作協議定將消除以往處理消費者投訴時，在語言、地域及司法管轄等各方面的障礙。

Closer to home, the Council also signed an MOU with the Guangdong Consumer Council while renewing those with the Zhejiang Consumers Council and Shanghai Consumer Council. With information exchange and complaint referral mechanisms in place with consumer counterparts in both the Mainland and across Asia, the strengthened cooperation will foster a safer and more reassuring consumption environment for consumers in the region.

在鄰近地區方面，本會亦與廣東省消費者委員會簽署了跨境消費爭議合作協議書，並與浙江省及上海市的消費者權益保護委員會續簽了合作協議。本會透過與內地及亞洲各地消保組織建立訊息及投訴個案互通機制，加強協作，為區內消費者營造一個更有保障、更安心的消費環境。

Read more about the MOUs in the chapter “Forging Closer Collaboration for Consumer Protection” (p.96)

有關跨境消費爭議合作協議書的內容，請瀏覽本年報「加強對外合作保障消費者權益」（第 96 頁）一節

Fig.1 Complaint Trends in the Past 3 Years

圖 1 過去 3 年接獲的投訴數字

Year 年份	2022-23	2023-24	2024-25
Total number of complaints 投訴個案總數	31,996	35,528	39,679
YoY changes 按年變動	—	+11%	+12%

Fig.2 Top 10 Consumer Complaints by Industry in 2024-25

圖 2 2024-25 年度首 10 位涉及消費投訴的行業

	2024-25	2023-24	% change
Recreation & Health Clubs 健身會	4,968	479	+937%
Food & Entertainment Services 食肆及娛樂	4,762	5,648	-16%
Travel Matters 旅遊事務	3,100	2,673	+16%
Telecommunication Services 電訊服務	3,064	3,222	-5%
Beauty Services 美容服務	2,672	1,758	+52%
Electrical Appliances 電器用品	2,389	2,336	+2%
Clothing & Apparel 衣飾	1,718	1,730	-1%
Medicine & Chinese Herbal Medicine 藥物及中藥	1,419	1,312	+8%
Personal Care Products 個人護理產品	1,359	1,393	-2%
Foods & Drinks 食品及飲品	1,128	1,267	-11%

Fig.3 Nature of Consumer Complaints in 2024-25

圖 3 2024-25 年度之投訴性質

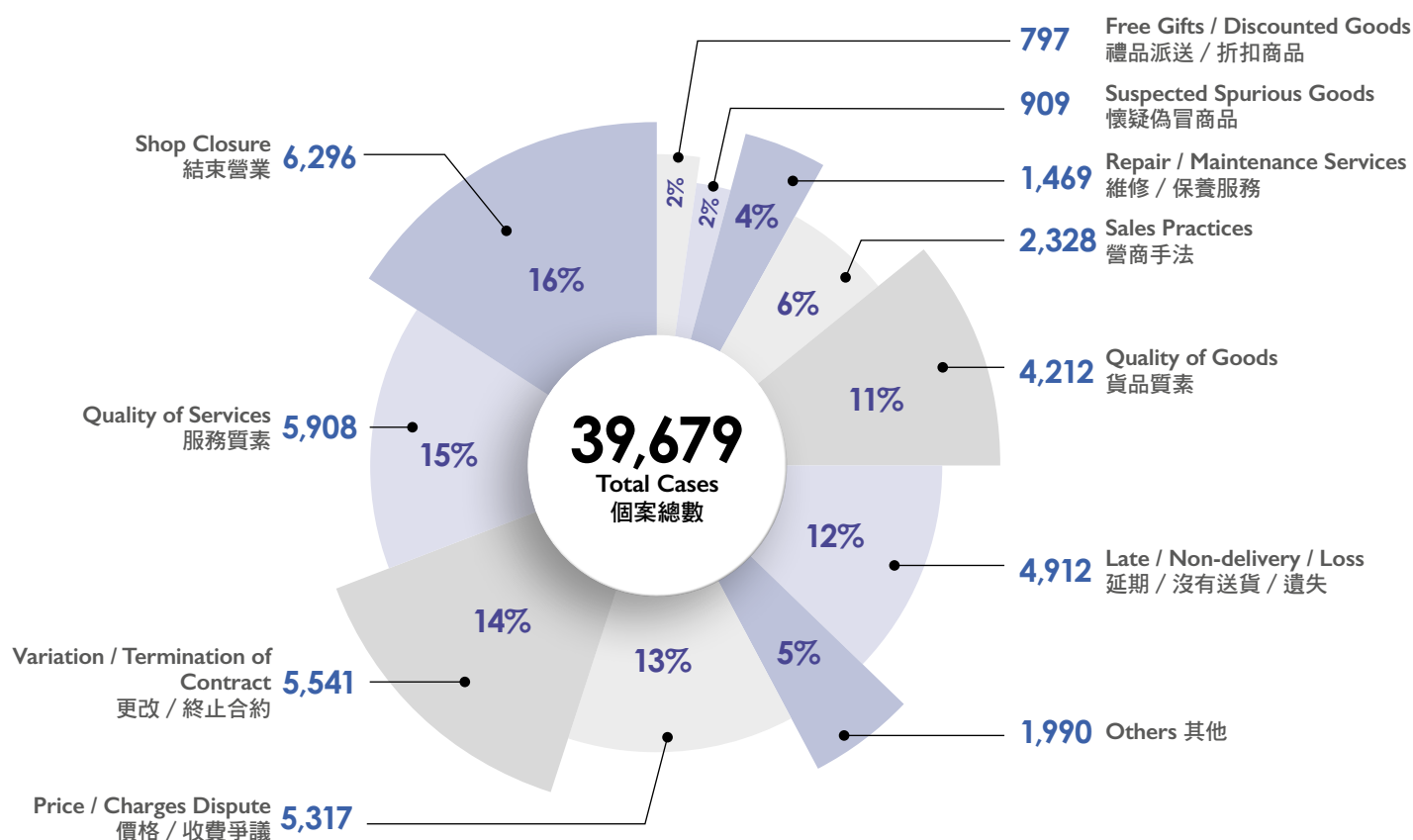
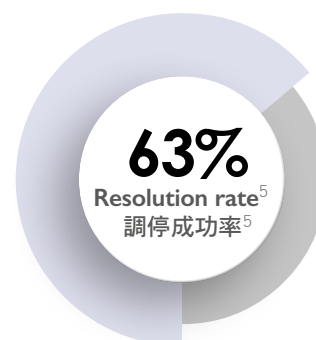


Fig.4 Resolution Rate of Cases with Pursuable Grounds in 2024-25

圖 4 2024-25 年度調停成功率

Total number of cases received 投訴總數	39,679
Number of cases with pursuable grounds ⁴ 可跟進的投訴個案 ⁴	18,097
Number of cases in progress 仍在跟進中的個案	4,477
Number of cases resolved 獲得解決的個案	8,537



4. Anonymous complaints, cases with insufficient information, and complaints outside the Council's terms of reference are in general non-pursuable.
匿名投訴、個案資料不足及在本會工作範圍以外的投訴，在一般情況下為未能跟進的案件。

5. Resolution rate refers to the percentage of resolved cases out of the number of completed pursuable cases.
調停成功率是指可跟進並已完成跟進個案宗數當中圓滿解決個案的百分比。

Top 5 Complaint Categories

1. Recreation & Health Clubs

The closure of Physical Fitness significantly impacted the “Recreation & Health Clubs” category, which recorded a total of 4,968 cases, a 937% YoY increase. Most of these complaints were associated with shop closures (4,532 cases, accounting for 91% of the overall complaints), followed by disputes regarding “Variation / Termination of Contract” with 176 cases. Excluding complaints related to Physical Fitness which accounted for the lion's share, this category would have recorded 517 cases (+8% YoY) and fallen outside the top 5.

2. Food & Entertainment Services

“Food & Entertainment Services” racked up 4,762 complaint cases in the reporting year, making it the second highest category in 2024-25 despite a 16% reduction YoY. Complaints concerning food delivery platforms and restaurants remained significant, representing 30% (1,445 cases) and 27% (1,288 cases) of this category's complaints respectively, while 17% were related to public performance (808 cases) as the city heavily promoted the mega event economy over the past year. The most common dispute types in this category were “Quality of Services” (29%, 1,367 cases) and “Price / Charges Dispute” (20%, 930 cases).

3. Travel Matters

In 2024-25, the number of complaints regarding “Travel Matters” (3,100 cases) experienced an increase of 16% and maintained its position at third place as the previous year. Complaints related to air tickets (1,508 cases) and airline services (480 cases) represented 64% of all travel-related grievances, while “Hotel Booking” was also identified as one of the top 3 concerns with 400 cases recorded. As regards the complaint nature within this category, the 3 most prevalent were “Variation / Termination of Contract” (34%, 1,061 cases), “Quality of Services” (21%, 648 cases), and “Price / Charges Dispute” (20%, 634 cases).

4. Telecommunication Services

Complaints concerning “Telecommunication Services” slipped from second place last year to fourth place, with 3,064 cases reported in 2024-25, reflecting a 5% YoY decline. Conversely, the total amount involved rose by 21% YoY, primarily driven by an increase in the average amount per case for Internet services (+32%) and mobile phone services (+40%). Disputes related to internet services represented 29% of the cases in this category, followed by mobile phone services at 24% and mobile data services at 17%. The majority of disputes were centered around “Price / Charges Dispute” (36%, 1,095 cases), followed by “Variation / Termination of Contract” (27%, 838 cases) and “Quality of Services” (22%, 685 cases) respectively.

5. Beauty Services

The Council received a total of 2,672 complaints regarding “Beauty Services” during the year, marking a 52% YoY increase, maintaining its rank in fifth place. If complaints related to the Physical Fitness incident were excluded, the “Beauty Services” category recorded 1,474 cases, decreasing 16% YoY, thus falling out of the top 5. A notable surge in beauty complaints was contributed by “General Skin Care Services” (1,014 cases, +166%) and “Laser / IPL Beauty Services” (454 cases, +79%). More than half of the complaints (52%) in this category can be attributed to shop closure (1,391 cases), while 15% and 13% were about the quality and sales practices of beauty services respectively.

首 5 位消費投訴類別

1. 健身會

受舒適堡結業影響，與「健身會」有關的投訴個案累計達 4,968 宗，按年急增 937%。當中大部分投訴與商戶結業有關（4,532 宗，佔此類別總投訴的 91%），其次是涉及「更改／終止合約」，共 176 宗。若撇除佔比最重的舒適堡投訴，「健身會」類別投訴為 517 宗（按年 +8%），並將跌出消費投訴類別排名的首 5 位。

2. 食肆及娛樂

在 2024-25 年度，與「食肆及娛樂」相關的投訴累計共 4,762 宗，雖按年下跌 16%，但仍位列第二。涉及外賣平台及餐廳的投訴仍然顯著，分別佔此類別投訴的 30%（1,445 宗）及 27%（1,288 宗）。此外，因過往一年本港積極推動盛事經濟，與公開表演相關的投訴（808 宗）亦佔 17%。就投訴性質而言，最常見的爭議涉及「服務質素」（29%，1,367 宗）及「價格／收費爭議」（20%，930 宗）。

3. 旅遊事務

年內，與「旅遊事務」相關的投訴（3,100 宗）按年錄得 16% 的升幅，並維持在第 3 位。有關機票（1,508 宗）及航空公司服務（480 宗）的投訴佔所有旅遊投訴的 64%，而「預訂酒店」亦是此投訴類別中首 3 位最受關注的事項之一，共錄得 400 宗投訴。投訴性質方面，最常見的包括「更改／終止合約」（34%，1,061 宗）、「服務質素」（21%，648 宗）及「價格／收費爭議」（20%，634 宗）。

4. 電訊服務

有關「電訊服務」投訴，由上一年度的第 2 位，跌至 2024-25 年內的第 4 位，共錄得 3,064 宗個案，按年跌 5%。然而，涉及總金額卻按年增加 21%，主要是由於互聯網服務（+32%）及流動電話服務（+40%）的平均每宗涉案金額上升所致。當中，與互聯網服務相關的爭議佔此類別個案的 29%，其次為流動電話服務（24%）及流動數據服務（17%）。大部分爭議主要圍繞「價格／收費爭議」（36%，1,095 宗），其次為「更改／終止合約」（27%，838 宗）及「服務質素」（22%，685 宗）。

5. 美容服務

本會在年內共接獲 2,672 宗涉及「美容服務」的投訴，按年上升 52%，繼續佔據第 5 位。如撇除與舒適堡結業相關的投訴，「美容服務」類別的投訴則為 1,474 宗，較去年下跌 16%，因而跌出投訴類別的首 5 位。美容相關的投訴有顯著增長的跡象，當中主要涉及「一般美容服務」（1,014 宗，+166%）及「激光／彩光美容服務」（454 宗，+79%）。此外，此類別中超過一半以上的投訴（52%）與商戶結業有關（1,391 宗），而有關美容服務質素及銷售手法的個案則分別佔 15% 及 13%。