



# 2025-26 HIGHLIGHTS OF THE YEAR

年度大事回顧

## Information Reach 訊息傳播

## Digital Platforms 數碼平台

Official Website  
官方網站

**19** Million  
Total Page Views  
**1,900** 萬  
總瀏覽量

**9.4** Million Page Views for Online CHOICE articles  
百萬 網上版《選擇》文章瀏覽量

**4.8** Million Page Views for "Shopping Guide"  
百萬「消費全攻略」瀏覽量



Facebook

**133,404**  
Followers 追蹤人數

Posts  
帖文 **315**



Instagram

**32,091**  
Followers 追蹤人數

Posts  
帖文 **215**

WeChat  
微信

**57,319**  
Accumulated Followers 累計追蹤人數

Posts  
帖文 **44**

Douyin  
抖音\*

Views  
觀看次數 **284,219**

Videos  
影片 **6**

\* Statistics cover the period from 16 March 2026 (account launch) to 31 March 2026  
帳號自 2026 年 3 月 16 日開通至 2026 年 3 月 31 日的統計



LinkedIn^

Post Impressions  
帖文曝光次數 **6,400**

Posts  
帖文 **10**

^ Statistics cover the period from 31 January 2026 (account launch) to 31 March 2026.  
帳號自 2026 年 1 月 31 日開通至 2026 年 3 月 31 日的統計。



YouTube



**38,547** Accumulated Subscribers  
累計訂戶

**899,441** Views 觀看次數  
(Reporting Year 報告年度)

# 2025-26 HIGHLIGHTS OF THE YEAR 年度大事回顧



## Online Price Watch 格價資訊通

(前稱「網上價格一覽通」)

Unique Visitors 獨立訪客

**437,458** Desktop  
電腦瀏覽

**258,366** Mobile  
手機瀏覽

**2,600** Products Covered  
涵蓋貨品數目



## Oil Price Watch 油價資訊通

**3.14** Million  
Page Views 網頁瀏覽

**1.88** Million  
App Views 應用程式瀏覽

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

**15,204** App Downloads  
應用程式下載次數

**123,425** Accumulated App Downloads<sup>^</sup>  
應用程式累計下載<sup>^</sup> **+14%**

<sup>^</sup> Since its launch in November 2020  
2020 自應用程式於 2020 年 11 月推出起計



## Public Engagement Events 公眾參與活動

Top 10 Consumer News 2025  
2025 年十大消費新聞

**13,024** Voters  
投票人數

25th Consumer Rights Reporting Awards  
第 25 屆消費權益新聞報道獎

**598** Public Voters  
公眾投票人數



## School and Community Programmes 學校及社區活動

|                                                              | Participants<br>參加人次 | Satisfaction Rate 滿意度 /<br>Impact 影響 |
|--------------------------------------------------------------|----------------------|--------------------------------------|
| Primary School Students<br>小學生                               | <b>15,049</b>        | <b>91%*</b>                          |
| Secondary and Post-<br>Secondary School Students<br>中學生和專上學生 | <b>29,806</b>        | <b>89%*</b>                          |
| Persons with Special Needs<br>特殊需要人士                         | <b>600</b>           | <b>100%</b>                          |
| Senior Citizens<br>長者                                        | <b>730</b>           | <b>97%</b>                           |
| <b>Total<br/>總數</b>                                          | <b>46,185</b>        | <b>94%</b>                           |

\* Applicable to programmes implemented in 2024/25 school year only  
只適用於 2024/25 學年舉行之計劃



## Mass Media 大眾媒體

**54** Press Releases  
新聞稿

**167** Press Statements  
新聞聲明

**4,200+** Counts of Media Coverage  
傳媒報道篇幅

**128** Media Interviews  
傳媒採訪

**410+** Media Enquiries  
傳媒查詢

**38** Front Pages  
頭版報道

## Protecting Consumer Rights 保障消費者權益

Direct Assistance  
直接協助

Complaints  
投訴  
**38,317**  
Cases 宗  
按年 -3% YoY

Enquiries  
查詢  
**51,879**  
Cases 宗  
按年 -6% YoY

**71%** Resolution Rate  
調停成功率

**186** Referrals from GBA  
Online Platform  
Cases 宗 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

**5** Assistance Granted  
獲基金批予協助之申請

**9** Assisted Cases Cleared  
期內完結的受助個案

Research, Test & Survey  
研究、測試及調查

**34** Product Research  
產品研究

**673** Products Tested and Studied  
測試及研究產品

**423** Brands  
品牌

**9** Service Surveys  
服務調查

**24** Product and Service Feature Articles  
產品及服務專題報告

**69**

Reports Published  
in CHOICE  
於《選擇》月刊發表  
的報告

**2** Other Feature Articles  
其他專題報告

**15** First-ever Product Tests  
首次測試產品

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

**13** Studies Related to Trending  
Services or Emerging Products  
新興服務及產品相關研究



## Advocacy 倡議

**14** Submissions to Consultations  
諮詢回應

**1** Policy Study  
政策研究

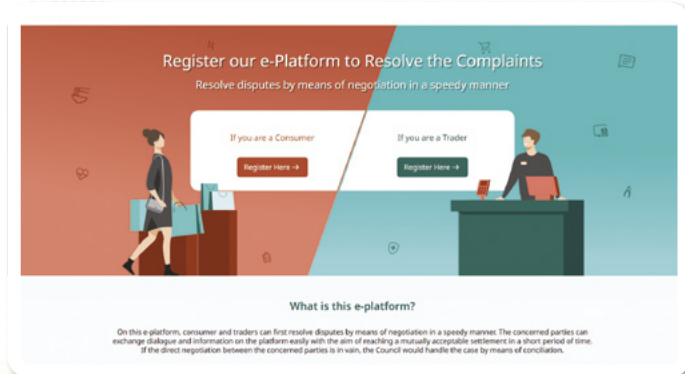
Figures cover the reporting year unless specified.  
除特別說明外，數字涵蓋報告年度。

2025

十一月  
NOV

## Driving Service Innovation and Launch of Online Dispute Resolution Platform 持續創新優化服務 推出「網上爭議解決平台」

The Council actively leverages innovative technologies to improve and modernise its services, enhancing efficiency and responsiveness to consumer needs. The new Online Dispute Resolution Platform was launched during the year, adopting a 2-step "negotiation first, conciliation next" approach to facilitate swift communication between consumers and traders and to streamline complaints handling. The platform also employs encryption to safeguard data security, driving the digitalisation and efficiency of consumer dispute resolution.



本會積極善用各種創新科技優化及革新服務，提升效率及回應消費者需求。年內推出「網上爭議解決平台」，採用「先協商、後調停」兩步式流程，促進消費者與商戶快速溝通，提升投訴處理效率，同時以加密技術確保資料安全，推動消費爭議處理邁向數碼化與高效化。

More in **"Enhancing Operational Efficiency with Technology"**  
詳情可參閱「善用科技 提升營運效能」一節

2026

一月  
JAN

## "Smart Seniors" Consumer eHub Launched 全新「樂齡消費一站通」資訊平台 助長者精明消費

The Council launched the new "Smart Seniors" Consumer eHub, a one-stop platform providing reliable and accessible consumer information for the silver-haired community. The platform brings together a wide range of content covering healthcare, food and nutrition, finance, gerontechnology, etc. Designed with an elderly-friendly approach, it empowers senior consumers, their families and carers to make informed and smart consumption choices.



本會推出全新一站式資訊平台「樂齡消費一站通」，提供可靠又方便瀏覽的銀色消費資訊，匯聚醫療保健、養生飲食、理財、樂齡科技等多元化內容，並採用「長者友善」為核心的平台設計，支援長者、其家人及照顧者作出精明而知情的消費選擇。

More in **"Empowering Target Segments Through Education"**  
詳情可參閱「教育賦能 提升目標群自我保護能力」一節

<https://www.consumer.org.hk/en/press-release/p-smartseniors>



## Collaboration with Mainland Partners to Strengthen Cross-boundary Consumption Protection

### 深化與內地協作提升跨境購物保障

The Council continued to deepen exchange and collaboration with Mainland consumer counterparts, strengthening protection for cross-boundary consumption and online shopping.

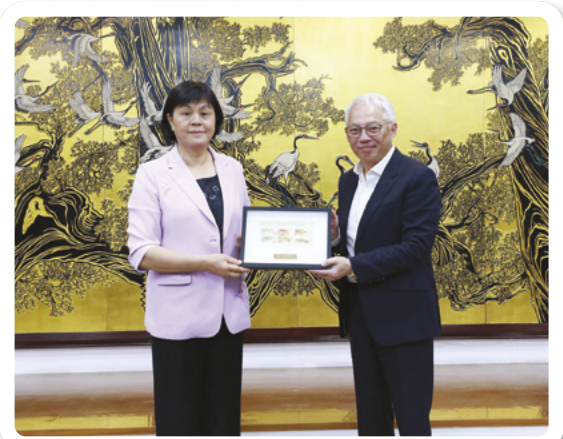
- Joined Guangdong Consumer Council's (GDCC) working group to formulate a set of GBA Standards;
- Established a Working Group on Cross-Border Consumer Protection and E-Commerce Development to share expert insights on issues such as cross-boundary e-commerce development and after-sales arrangements;
- Issued a consumer alert jointly with GDCC and Macao SAR Government Consumer Council to raise awareness on cross-boundary online purchase of domestic goods;
- Paid visits to Mainland counterparts during the year to foster stronger mutual understanding of consumer protection frameworks and policies, including a delegation to Beijing led by the Council Chairman to visit the China Consumers Association, the Beijing Consumer Association, the Beijing Municipal Administration for Market Regulation, etc.

年內，本會持續深化與內地消保組織的交流合作，提升消費者於跨境消費及網購時的保障。

- 加入廣東省消委會牽頭的「灣區標準」起草工作組；
- 成立「跨境消費保障及電商發展工作小組」，推動就跨境電商發展、售後服務安排等消保議題的研究與交流；
- 與廣東省及澳門的消委會發出聯合消費提示，提醒香港消費者有關跨境網購內銷商品的注意點；
- 積極與內地夥伴機構進行交流，以促進雙方在消費者保障框架及政策層面的互相了解，包括本會主席率領代表團前往北京，拜訪中消協、北京市消費者協會、北京市市場監督管理局等。

More in “Strengthening Mainland and Global Collaboration for Consumer Protection”

詳情可參閱「[跨域協作](#) 深化與內地及全球消保組織聯繫」一節





## CHOICE Advances Digital Transformation with Year-round Storytelling Model

### 《選擇》月刊邁向數碼化 資訊發布新模式

To align with the evolving reading habits of today's audience, CHOICE Magazine continued its digital transformation by adopting a year-round storytelling model, releasing online articles on a weekly basis to deliver the latest consumer information. Infographic design was also further enhanced to present test and research findings in a more reader-friendly format.

CHOICE also introduced vertical videos to match portrait orientation viewing trends across various social media platforms. These milestones pave the way for the launch of the new mobile app and the full digital transformation of CHOICE Magazine by late 2026.

為緊貼現今數碼世代閱覽資訊的習慣，《選擇》月刊於年內進一步革新，採用全年持續發布模式，每周發放網上文章，年中無休為大眾送上最新消費資訊，同時亦進一步優化圖表設計，令測試及研究結果更一目了然。

短片方面，亦改用垂直構圖拍攝，以配合不同社交媒體影片平台的瀏覽趨勢，同時為《選擇》2026 年底推出流動應用程式、全面數碼轉型奠定重要的里程碑。

More in “Disseminating Information for Today’s Consumers”

詳情可參閱「多元渠道 傳播數碼世代消費資訊」一節

2025

八月  
AUG

## Advocating Enhanced Governance and Transparency in Telehealth Services

### 倡議提升遙距醫療服務的管治及透明度

The Council published a study report titled “*Enhancing Governance in Telehealth: Fostering Consumer Trust and Innovation*”, examining the perception and experience of consumers and medical practitioners on telehealth services, as well as identifying issues arising from trade practices and terms and conditions of service providers. The Council put forward 5 recommendations to promote the sustainable development of telehealth services in Hong Kong through strengthening governance and market transparency.



本會發表題為《信任與創新：提升遙距醫療管治》的研究報告，探討消費者及中西醫對遙距醫療服務的看法和體驗，識別服務提供者的營商手法及服務條款的潛在問題，並就優化管治及提升市場透明度提出 5 項建議，以促進本港遙距醫療服務可持續發展。

More in “Safeguarding Consumers Through Impactful Research and Market Intelligence”

詳情可參閱「研究監察 強化市場資訊保消費權益」一節

<https://www.consumer.org.hk/en/press-release/p-telehealth-services-study-report>



2025

六月  
JUN

## Collaboration in Consumer Redress with Malaysia 與馬來西亞簽訂合作協議

The Council and the Federation of Malaysian Consumers Associations (FOMCA) signed a Memorandum of Understanding (MOU) to establish a cross-border complaint referral and information exchange mechanism, strengthening cooperation in resolving disputes and enhancing consumer protection and confidence amidst growing travel and e-commerce links. This marks the fifth MOU signed with a consumer body in Asia, highlighting the Council's dedication in jointly fostering a safer and more reassuring consumption environment for consumers in the region.

本會與大馬消費者聯合會簽訂合作協議書，建立兩地跨境訊息及投訴個案互通機制，藉此加強跨境處理消費糾紛的合作，在跨境旅遊及網購需求增加下提升消費者保障與信心。這是本會第5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。

More in “Strengthening Mainland and Global Collaboration for Consumer Protection”  
詳情可參閱「跨境協作 深化與內地及全球消保組織聯繫」一節

<https://www.consumer.org.hk/en/press-release/MOU-Malaysia-Collaboration-in-Consumer-Redress>



2026

三月  
MAR

## MOU Signed with VTC 與職訓局簽署合作備忘錄

The Council and the Vocational Training Council (VTC) signed an MOU to collaborate on strengthening talent development, supporting the industry to enhance service quality, and promoting consumer rights, thereby contributing to the sustainable economic development of Hong Kong.

During the year, the Council further expanded its partnership network, including initiatives with the Department of Justice, Hong Kong Monetary Authority, etc. Through aggregating knowledge, experience and resources, these strategic collaborations create synergistic impact in consumer protection.

本會與職業訓練局（職訓局）簽署合作備忘錄，攜手推動人才專業培訓，協助業界提升服務質素及投訴處理水平，並促進消費權益，支持香港經濟可持續發展。

此外，本會亦於年內進一步拓展夥伴合作網絡，包括與律政司、金管局等夥伴交流與協作，透過匯聚知識、經驗與資源，提升消保協同效應。

More in “Forging Strategic Partnership for Synergistic Impact”  
詳情可參閱「策略協作 深化消保協同效應」一節

<https://www.consumer.org.hk/en/press-release/p-vtc-MoU>

