



DISSEMINATING INFORMATION FOR TODAY'S CONSUMERS

多元渠道

傳播數碼世代消費資訊



As technology and modes of information dissemination continue to evolve, the ways in which consumers access and use information have undergone profound changes over the past half-century. Information dissemination has gradually evolved from a one-way communication model into a technology-driven, interactive and multi-channel ecosystem. Amid the global digitalisation trend, digital platforms and social media have become indispensable channels for disseminating information. They not only enhance the speed and reach of information delivery, but also enable different segments of the community, particularly younger generations, to access practical consumer information more conveniently.

Over the years, the Consumer Council has continued to innovate and enhance its communication strategies in response to changes in the consumer landscape and reading habits, publishing CHOICE Magazine and other consumer information to the public through a diverse range of channels. As the digital era reshapes how people obtain information, CHOICE Magazine has evolved in step with the times, progressing from a print publication to an online edition, and eventually becoming freely accessible to all. At the same time, the Council has introduced a year-round storytelling model to provide consumers with timely and up-to-date information. The upcoming launch of the CHOICE Mobile App will mark a new stage in the Council's digital transformation journey, enabling consumers to access trusted information more flexibly and conveniently, thereby strengthening their ability to protect themselves in an ever-changing consumer marketplace.

科技與資訊傳播模式不斷演進，過去半世紀，消費者接收及運用資訊的方式經歷了翻天覆地的變化，由以往單向傳遞訊息，逐步發展為以科技驅動、互動為本的多元渠道。在全球數碼化的大趨勢下，數碼平台及社交媒體已成為不可或缺的資訊傳播途徑，不但提升資訊發布的速度與覆蓋面，亦讓不同社群，尤其是年輕一代，更便捷地接觸實用的消費資訊。

多年來，本會因應消費環境及大眾閱讀習慣的轉變持續創新，優化資訊傳播模式，透過多元渠道向市民發放《選擇》月刊及各項消費資訊。數碼時代改寫了公眾獲取資訊的方式，《選擇》月刊亦一直與時並進，由印刷版發展為網上版，至全面開放免費網上閱覽。同時，革新採用全年持續發布模式，為市民提供最新消費資訊。而即將推出的《選擇》流動應用程式，則標誌著本會在資訊傳播方面即將步入全面數碼化的新階段，讓消費者可更靈活及便捷地掌握可靠資訊，在瞬息萬變的消費環境中提升自我保護能力。



CHOICE Magazine

A New Publishing Model Aligned with Emerging Consumer Trends

First published in 1976, CHOICE Magazine is a household name dedicated to providing practical and reliable consumer information to the public, covering product tests, market surveys, in-depth studies and complaint cases on a wide range of consumer issues. To uphold its impartiality, authority and credibility, CHOICE Magazine does not accept any form of advertising or commercial sponsorship.

To cater to modern information consumption habits and enable the public to access consumer information anytime and anywhere, the Council made the online version of CHOICE Magazine (known as eCHOICE) freely accessible to all from January 2025. During the year, eCHOICE recorded more than 9.4 million page views, reflecting its growing popularity among consumers.

In 2026, the Council further enhanced the content and design of CHOICE, introducing a comprehensive revamp of the visual presentation of test and research findings to make it more digestible for readers. To further broaden its reach and advance its digital transformation, the Council will launch the CHOICE Mobile App by the end of 2026. Through new user-friendly features, consumers can easily access comprehensive and practical information round the clock and interact more closely with the Council, empowering them to make informed choices and protect themselves.

To align with the CHOICE Mobile App launch and consumers' growing preference for online content consumption, the Council introduced a new publishing model in March. Under the new arrangement, press conferences in odd-numbered months focus on product tests and/or market surveys, while those in even-numbered months spotlight "Case in Point" complaint articles. In addition, while CHOICE content was previously published in a single monthly release, 2 feature articles are now highlighted at each monthly press conference, with the remaining content released weekly throughout the month. This year-round storytelling approach ensures consumers receive fresh information on a continuous basis and represents an important milestone in the digital transformation of CHOICE. During the first 4 weeks following the launch of the new model, page views of eCHOICE increased by 31.5% compared with the annual average.

《選擇》月刊

全新發布模式 緊貼消費新趨勢

《選擇》月刊於 1976 年創刊，是一家家喻戶曉的月刊，涵蓋各種跟消費者息息相關的產品測試、市場調查、專題研究、投訴實錄等，致力為大眾提供實用又可靠的消費錦囊。為確保公正、權威性及可信性，《選擇》月刊從不接受廣告或任何商業形式贊助。

為迎合現今世代透過網絡獲取資訊的習慣，並方便廣大市民隨時隨地掌握消費情報，本會於 2025 年 1 月起全面開放《選擇》月刊網上版予公眾免費閱覽。年內，《選擇》月刊錄得超過 940 萬的瀏覽次數，足見其網上版廣受消費者歡迎。

踏入 2026 年，本會進一步優化《選擇》月刊內容與設計，全面革新文章圖表呈現方式，讓消費者更容易掌握測試及研究結果。同時，為進一步擴大《選擇》內容的覆蓋面，邁向全面數碼化，本會將於 2026 年底推出流動應用程式，期望透過便利閱覽的新功能，方便消費者隨時隨地獲取既全面又實用的消費資訊，並與本會加強互動，以提升自我保護能力，精明消費。

為配合流動應用程式的推出及消費者於網上瀏覽資訊的趨勢，本會於 3 月起採用全新發布模式。在新聞發布會的主題安排上，單月份聚焦產品測試及 / 或市場調查，雙月份則以投訴實錄為主；而《選擇》內容亦由過往於每月中一次過發布，改為於新聞發布會聚焦兩大重點文章，其餘文章則每周持續發放，全年無休為大眾送上最新資訊，為《選擇》數碼轉型奠下重要的里程碑。由新模式展開的首 4 周，網上版《選擇》月刊較年度平均瀏覽量上升 31.5%。

2025-26 年度網上《選擇》瀏覽量最高的文章 Top Viewed eCHOICE Articles (2025-26)

1 #583
2025 | 5 月 | MAY



Test report on 24 models of non-stick pans

買易潔鑊必看！
新測 24 款樣本
邊款傳熱快？鍋底、甩塗層？

2 #583
2025 | 5 月 | MAY



Test report on 44 smart watches and fitness trackers

新測智能手錶、手環
量度心率偏差 21% 續航力差逾 19 日

3 #586
2025 | 8 月 | AUGUST



Test report on 32 laptop models

打機、剪片、做功課
32 款手提電腦性能大較量



All-round Engagement with Consumers via Multimedia Platforms

In recent years, the Council has stepped up its digital transformation efforts by expanding its multimedia presence and exploring innovative ways to connect with consumers. To keep pace with the public's preference for faster and more direct content consumption, the Council significantly increased its production of short-form videos during the year and adopted a vertical format to better suit current viewing habits, delivering more engaging and relatable consumption information that has gone viral on different social media platforms. The Council's mascot also made its debut during the year, starring in various CHOICE videos to share consumer tips in a more lively and entertaining manner.

多媒體平台分享資訊 全方位連繫消費者

本會近年積極推動數碼轉型，持續發展不同的多媒體平台，開拓更多與消費者互動的新方式。為緊貼大眾更快速、更直接的瀏覽習慣，本會於年內大幅增加短片製作，並採用垂直構圖拍攝，以更切合時下閱覽模式，更富趣味及生活化的手法傳遞消費訊息，成功在不同社交媒體影片平台廣泛傳播。本會亦於年內推出吉祥物「消費精靈」，貫穿《選擇》月刊的短片，以更生動有趣的形式為觀眾提供消費提示。



Expanding the Social Media Footprint

To connect with a wider audience, the Council continued to explore new communication channels and successfully launched official accounts on Douyin and LinkedIn during the year.

Through its Douyin account, the Council shares practical consumption tips with Mainland consumers visiting Hong Kong, strengthening engagement with inbound visitors and helping reduce consumer disputes at source. To mark the launch, veteran actors Mr Tenky Tin Kai-man and Mr Cheng Shu-fung were invited to star in the debut short video which uncovered common consumer traps. The video proved popular among viewers and attracted considerable attention online.

The Council also launched its official LinkedIn page to strengthen its professional profile and enhance engagement with global consumer bodies, including Consumers International (CI), as well as local partner organisations and stakeholders.

擴大社交媒體版圖

為連結更廣泛的受眾，本會積極開拓新的傳播渠道，年內成功進駐抖音及 LinkedIn。

本會透過抖音帳號，為內地消費者提供來港的實用消費貼士，積極加強與內地訪港旅客的聯繫，致力從源頭減少消費爭議。本會更誠邀資深藝人田啟文先生及鄭恕峰先生拍攝首條短片，拆解常見的消費陷阱，影片推出後反應熱烈。

另一方面，本會開設 LinkedIn 官方專頁，強化本會的专业形象，並進一步加強與國際消費者組織（如國際消費者聯會）、本地合作夥伴機構及持份者的專業交流。



Consumer Council Digital Platforms 消委會數碼平台 (2025.04.01 – 2026.03.31)

The Council recorded significant growth across its major digital and social media platforms:

本會於各大數碼及社交平台表現均錄得顯著的增長：



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 YoY 按年升 **+16%**

Posts
帖文 **315**



Instagram

32,091

Followers
追蹤人數 YoY 按年升 **+650%**

Posts
帖文 **215**



WeChat 微信

57,319

Followers
追蹤人數 YoY 按年升 **+135%**

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

Aggregate figures since the channel's launch in 2018
自 2018 年頻道開設以來的累計數據

6.1

Million 百萬
Total Views
總觀看次數



38,547 Total Subscribers
總訂戶



10+ Million
Minutes Total Watch Time
分鐘 總觀看時間

Reporting Year 報告年度

899,441 Views
觀看次數

2,611 New Subscribers
新訂戶

582,000 Minutes Watch Time
觀看分鐘

Empowering Consumers Through the Mass Media

Thanks to the longstanding support of the media, the Council has built strong public recognition as a steadfast champion of consumer rights. Over the years, the Council has regularly organised media initiatives and publicity campaigns. In addition to the monthly CHOICE Magazine press conferences, it frequently responds to media enquiries and interviews on a wide range of consumer issues, helping the public stay informed and alert to market developments.

結合大眾傳媒 提升消保意識

有賴傳媒長久以來的支持，本會維護消費權益的形象一直深入人心。多年來，本會恆常舉辦傳媒企劃及宣傳活動，除了每月舉行的《選擇》月刊新聞發布會外，亦經常就不同議題接受傳媒訪問，致力讓公眾掌握最新消費資訊，並對市場動態保持警覺。



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

During the year, the Council issued 54 press releases covering CHOICE Magazine content, advocacy projects and Council events. The most extensively reported CHOICE feature was an article on food delivery platform complaints published in Issue 584 (June 2025), which highlighted shortcomings in the handling of consumer disputes by some platforms. The article generated over 140 media reports, including 5 front page stories. The Council also continued its media partnership with Radio Television Hong Kong (RTHK), with representatives appearing monthly on programmes including "Hong Kong United" (凝聚香港) on TV31, "Healthpedia" (精靈一點) on radio, as well as the English-language business and finance show "Money Talk" to explain key findings from CHOICE in greater depth.

The Council also used media interviews as a platform to share views and advocate on important consumer issues. During the year, the Council Chairman appeared on now News' current affairs programme "Now Report" (經緯線) and featured in a front page interview with am730 to share insights on the silver economy; introduced the Council's newly launched "Smart Seniors Consumer eHub" on Commercial Radio Hong Kong's "Elderly Empire" (樂齡王國); and discussed the Council's telehealth study report on a number of major TV programmes.

年內，本會發布 54 份新聞稿，涵蓋《選擇》月刊專題內容、倡議議題及舉辦的活動。過去一年獲最多傳媒報道的《選擇》月刊專題為第 584 期「外賣平台投訴」(2025 年 6 月)，揭示部分平台處理消費爭議的手法有待改善，文章合共累積 140 多篇新聞報道，包括 5 篇頭版報道。年內，本會繼續與香港電台合作，派代表每月定期亮相訪談節目，包括電視 31 台的資訊節目《凝聚香港》、電台節目《精靈一點》和英文節目《Money Talk》，詳盡講解當期《選擇》月刊的報告內容。

本會亦透過接受傳媒採訪，就多項關鍵議題提出倡議和發表意見，例如本會主席就銀髮經濟專題，亮相 now 新聞台《經緯線》及接受 am730 頭版專訪、於商業電台節目《樂齡王國》分享全新資訊平台「樂齡消費一站通」，以及就遙距醫療研究報告接受各大電台節目訪問等。

Image credit 圖片鳴謝：
now 新聞台



Image credit 圖片鳴謝：
《AM730》

Whenever major consumer issues arose, the Council proactively engaged with the media, responding swiftly and effectively to a large volume of enquiries while issuing timely consumer alerts and advice. Topics that attracted widespread public concern during the year included ticketing issues for concerts, unmet promotional claims at an international hot air balloon festival, the successive closure of a major medical group, renowned restaurants and bakery chains, as well as surging oil prices triggered by tensions in the Middle East. The Council promptly responded to hundreds of media enquiries relating to these incidents and provided complaint statistics and practical recommendations for affected consumers.

在出現重大消費問題時，本會亦透過積極主動與傳媒聯繫，靈活處理事件，且迅速而有效地回應大量傳媒查詢，並及時向消費者發布警示及建議。年內獲社會廣泛關注的議題，包括演唱會的票務問題；國際熱氣球節實際活動與宣傳不符；大型醫務集團、知名食肆及餅店等相繼結業；以至因中東局勢而引致油價飆升等。本會就上述事件迅速回應數以百計的傳媒查詢，並提供投訴數字及對受影響消費者提供建議。

Top 10 Consumer News 2025

Now in its 22nd year, the "Top 10 Consumer News" voting campaign continued to receive generous support from 10 media partners, including Cable News, HK01, Hong Kong Economic Times, Oriental Sunday, RTHK, Sky Post, Sunday Kiss, TOPick, U Magazine, and Yahoo. The campaign attracted a total of 13,024 voters.

The top 10 news⁶ reflected consumers' key concerns and hot consumption topics during the reporting year. The opening of Kai Tak Sports Park early last year, along with a series of mega events, topped the list with 5,515 votes and was also named the "Most Liked" consumer news with 7,530 votes, scoring a double win. In second place was the Government's announcement last year to adjust the "\$2 Scheme" transport fare concession for senior citizens. Meanwhile, the controversial hot air balloon festival, which was unable to offer passenger flights due to permit issues, ranked third with 4,459 votes and was also voted as the "Most Outrageous" news with 7,056 votes.

Other items among the top 10 covered areas such as food and dining, travel and healthcare, reflecting the breadth of consumer issues that concerned the public. The results also showed that consumers place increasing emphasis on service quality and the handling of consumer disputes, indicating a growing awareness of consumer rights protection.

2025 年十大消費新聞選舉

踏入第 22 屆的「十大消費新聞」選舉，繼續得到 10 間傳媒合作夥伴的鼎力支持，包括有線新聞、香港 01、香港經濟日報、東方新地、香港電台、晴報、Sunday Kiss、TOPick、U 周刊和 Yahoo。活動共吸引 13,024 名市民投票。

入選十大的消費新聞⁶反映了消費者在報告年度內最關注的議題和熱門消費題材，去年初啟德體育園啟用並舉辦連場盛事，以 5,515 票登上榜首，並同時以 7,530 票獲選為「最抵讚」消費新聞，成為雙料冠軍。第 2 位是政府去年公布調整長者 2 元乘車優惠；而熱氣球節因牌照問題未能載人升空，則以 4,459 票成為第 3 位，並獲 7,056 票成為「最離譜」消費新聞。

其他躋身十大的消費新聞橫跨飲食、旅遊及醫療範疇，反映大眾關注的消費議題十分廣泛，尤其著眼於服務質素，亦非常重視消費爭議的處理手法，可見保障消費權益的意識日益提升。

Results of the "2025 Top 10 Consumer News" 「2025 年十大消費新聞」選舉結果

Total Voters
總投票人數 **13,024**

- | | | |
|----------|--|-------------------------|
| 1 | Kai Tak Sports Park Opens Mega Events Staged Successfully
Visitor Experience Steadily Improves Over 1 Million Visits in 6 Months
啟德體育園啟用 盛事接連上演 觀眾體驗逐步改善 半年迎過百萬人次 | 5,515 Votes
票 |
| 2 | Adjustments for Elderly "\$2 Scheme" Set for April
\$10 or Below to Cost \$2 20% Discount for Fares Above \$10
長者 2 元乘車優惠 4 月調整 10 元以下 2 元 10 元以上兩折 | 4,831 Votes
票 |
| 3 | Permission Not Granted for Hot Air Balloon Festival Passenger Flights
Ice-cream Vouchers Issued as Compensation Trigger Dissatisfaction Leading to Refunds
熱氣球節未獲載人升空許可 送雪糕券補償惹不滿終退款 | 4,459 Votes
票 |

Consumer News Hot Topics Results 主題消費新聞投票結果

"Most Liked" News「最抵讚」新聞

- | | |
|---|-------------------------|
| Kai Tak Sports Park Opens Mega Events Staged Successfully
Visitor Experience Steadily Improves Over 1 Million Visits in 6 Months
啟德體育園啟用 盛事接連上演 觀眾體驗逐步改善 半年迎過百萬人次 | 7,530 Votes
票 |
|---|-------------------------|

"Most Outrageous" News「最離譜」新聞

- | | |
|--|-------------------------|
| Permission Not Granted for Hot Air Balloon Festival Passenger Flights
Ice-cream Vouchers Issued as Compensation Trigger Dissatisfaction Leading to Refunds
熱氣球節未獲載人升空許可 送雪糕券補償惹不滿終退款 | 7,056 Votes
票 |
|--|-------------------------|



6. Visit <https://www.consumer.org.hk/en/press-release/p-top10-consumer2025> or scan the QR code for the Top 10 Consumer News 2025 voting results.

2025 年十大消費新聞結果，請瀏覽 <https://www.consumer.org.hk/press-release/p-top10-consumer2025>，或掃描二維碼



The 25th Consumer Rights Reporting Awards

For 25 years, the Consumer Rights Reporting Awards (CRRA) have recognised the professionalism of journalists and their valuable contribution to raising awareness of consumer rights issues. The 25th CRRA concluded with a presentation ceremony held on 4 November 2025, with Dr Bernard Chan, Acting Secretary for Commerce and Economic Development, officiating as the Guest of Honour.

As one of the annual highlight events of Hong Kong's media industry, the 25th CRRA received 466 entries from 35 news organisations, social media platforms and higher education institutions. The entries, all published or broadcast during 2024, covered topics ranging from everyday consumer issues to emerging consumption trends, extending to cross-border and digital consumption. Subjects included cross-boundary healthcare, online shopping traps, risks associated with electronic payments, tenancy disputes and gerontechnology, demonstrating the media's important role in monitoring market practices and advocating for consumer interests.

With e-commerce and cross-boundary consumption becoming increasingly prevalent, the Council designated *"Consumer Rights Beyond Boundaries"* as the theme of the 2024 Topical Reporting Award, with the aim of raising public awareness of digital transactions, new forms of scams and related consumer issues, helping consumers identify risks and make informed choices in an increasingly borderless marketplace.

第 25 屆消費權益新聞報道獎

25 年來，消費權益新聞報道獎（「報道獎」）持續表揚新聞工作者在消費權益議題上的專業報道及社會貢獻。頒獎禮於 2025 年 11 月 4 日圓滿舉行，由署理商務及經濟發展局局長陳百里博士擔任主禮嘉賓。

作為本港傳媒界的年度盛事，今屆共接獲 466 份參賽作品，獲 35 間新聞機構、社交平台及大專院校踴躍參與。作品俱為 2024 年內的新聞報道，題材涵蓋衣食住行及新興消費模式，並延伸至跨境及數碼消費領域，深入探討跨境醫療、網購陷阱、電子支付風險、房屋租賃糾紛及樂齡科技等議題，反映傳媒緊貼市場脈搏，同時發揮監察與倡議的重要角色。

隨著電子商貿及跨境消費日益普及，本會設定 2024 年「年度主題大獎」的主題為「無疆界消費的權益」，呼籲社會關注數碼交易及新型詐騙等議題，協助公眾在無疆界的消費市場中識別風險，作出知情選擇。

Awards Presented at the 25th CRRA⁷ 第 25 屆「報道獎」頒發獎項⁷

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Awards
獎項

9

Categories
組別



Feature Writing Award 專題報道獎

Audio Reporting Award 廣播報道獎

Video Reporting Award (Short Clip – 5 minutes or under) 新聞影片獎（短片）

Video Reporting Award (Long Clip – over 5 minutes) 新聞影片獎（長片）

Investigative Reporting Award 調查報道獎

News Photography Award 新聞攝影獎

Tertiary Student Journalism Award 大專院校新聞獎

Best Use of Social Platform in Consumer Advocacy
最佳倡議消費權益之社交平台帖文

2024 Topical Reporting Award – Consumer Rights Beyond Boundaries
年度主題大獎 – 「無疆界消費的權益」

Grand Award of the Year 年度大獎



7. Visit <https://www.consumer.org.hk/tc/press-release/consumer-rights-reporting-awards-2025> or scan the QR code for more information on the 25th CRRA.

更多有關第 25 屆消費權益新聞報道獎的資訊，請瀏覽 <https://www.consumer.org.hk/tc/press-release/consumer-rights-reporting-awards-2025>，或掃描二維碼。





The *Grand Award of the Year* was won by HK01 for its investigative report titled “*Fraudulent Academic Qualifications and Top Talent Pass – A Deep Dive into Black Market Intermediaries*”. The reporters received the award from Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development, and Mr Clement Chan Kam-wing, Chairman of the Consumer Council. The report also won the *Gold Award for Investigative Reporting and the Topical Reporting Award*.

「年度大獎」由香港 01 的〈假學歷、高才通簽證造假黑中介調查〉奪得，記者於署理商務及經濟發展局局長陳百里博士，以及消委會主席陳錦榮先生手上接過獎項。作品同時奪得調查報道獎金獎及「年度主題大獎」。



Dr Bernard Chan Pak-li, Acting Secretary for Commerce and Economic Development, Mr Clement Chan Kam-wing, Chairman of the Consumer Council, and Mr Tony Pang Chor-fu, Vice-Chairman of the Consumer Council with the five finalists for the *Topical Reporting Award*.

署理商務及經濟發展局局長陳百里博士、消委會主席陳錦榮先生及消委會副主席彭楚夫先生，與「年度主題大獎」最後五強合照。



The Guest of Honour, award presenters, Council representatives and adjudication panel members witness the success of the 25th CRRA.

主禮嘉賓、頒獎嘉賓、消委會代表及評審團合照，共同見證第 25 屆報道獎的盛況。