



Hong Kong General Chamber of Commerce  
香港總商會1861

# Business Confidence Rebounds Despite Global Challenges

## 環球挑戰無阻商業信心回升

**HKGCC Business Prospects Survey 2025**  
**香港總商會2025年度商業前景問卷調查**

## HKGCC Business Prospects Survey 2025 香港總商會2025年度商業前景問卷調查

The Hong Kong General Chamber of Commerce conducted its annual survey to gauge the business conditions, expectations and the outlook for the Hong Kong economy. This year's survey collected 236 valid responses between 30 October to 12 November 2025.

香港總商會就香港的營商環境、商業期望，以及經濟前景進行年度問卷調查。是次調查在2025年10月30至11月12日期間合共收回236份有效回覆。

## Profile of Respondents

### *Business Size*

#### 企業規模

**53.4%** SMEs  
中小企業

**46.6%** Large enterprises  
大型企業

### *The largest group of respondents*

#### 受訪企業最多來自

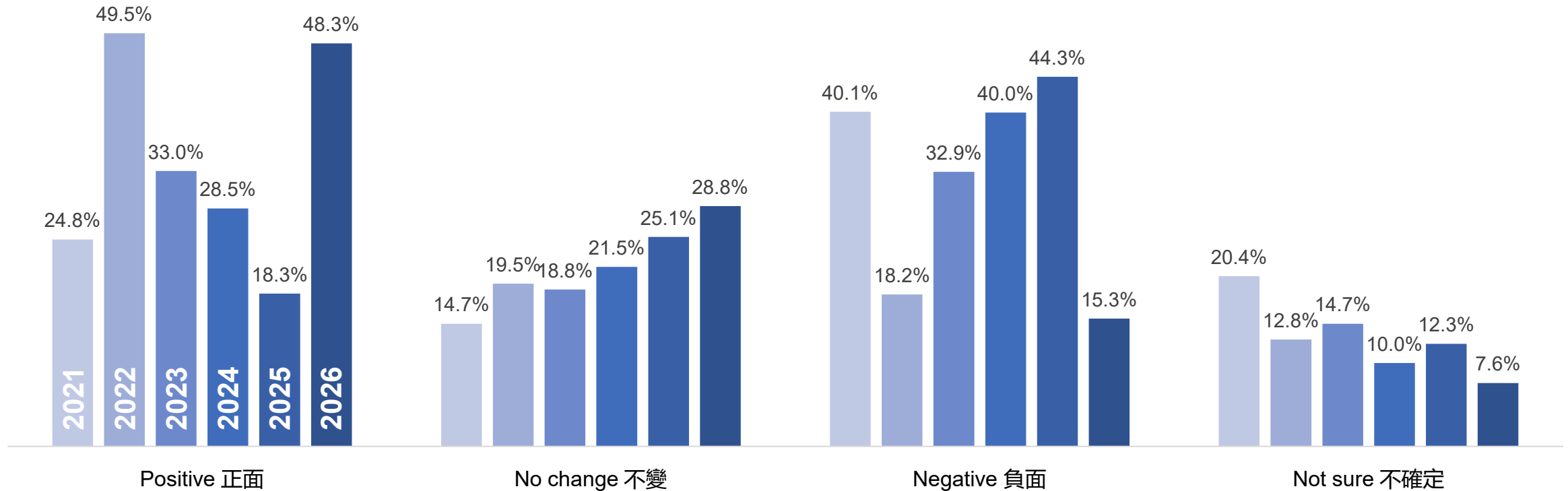
**23.7%** Professional and business services  
專業及商業服務

**18.6%** Import and export, wholesale  
進出口、批發

**9.3%** Property/construction  
地產/建造

## Business Confidence Rebounds 營商信心反彈

### Outlook on Business Conditions in Hong Kong over the Next 12 Months 未來12個月香港商業前景展望



What is your outlook on business conditions in Hong Kong over the next 12 months?

您認為香港在未來12個月的商業前景會如何趨向變化？

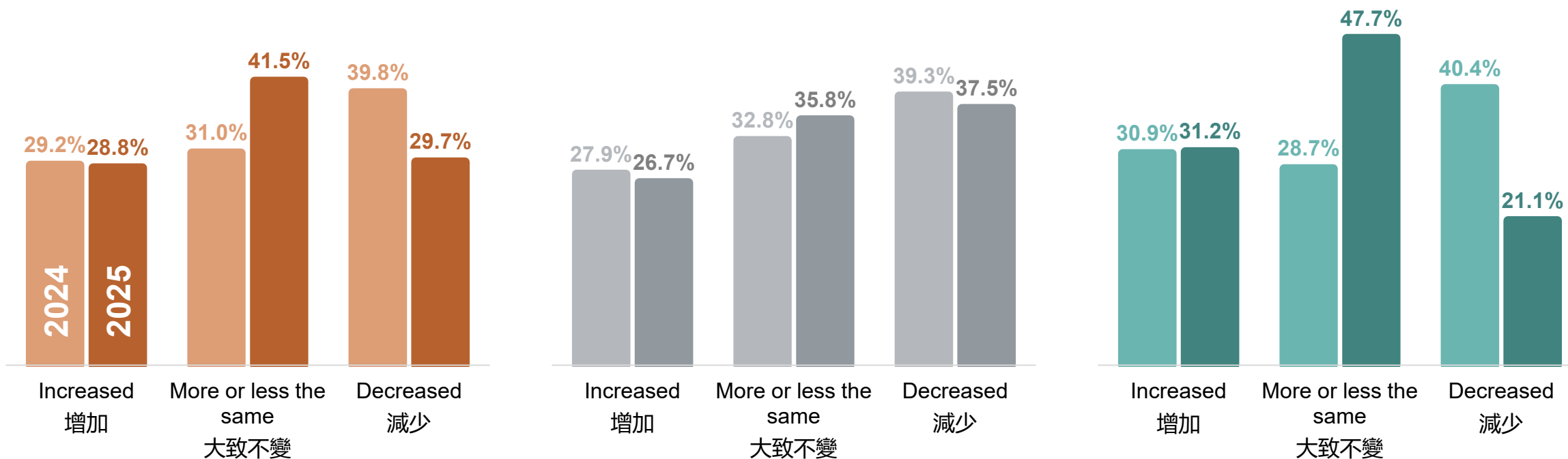
## Hong Kong's Economy: Resilient Amid Uncertainty 香港經濟在不確定性中展現韌性

### Business Turnover: This Year compared to Last Year 營業額：今年與去年相比

#### Overall 整體

#### SMEs 中小企業

#### Large enterprises 大型企業



How was your business turnover for the first ten months of this year compared to the same period last year?

與去年同期相比，貴公司在今年首十個月的營業額表現如何？

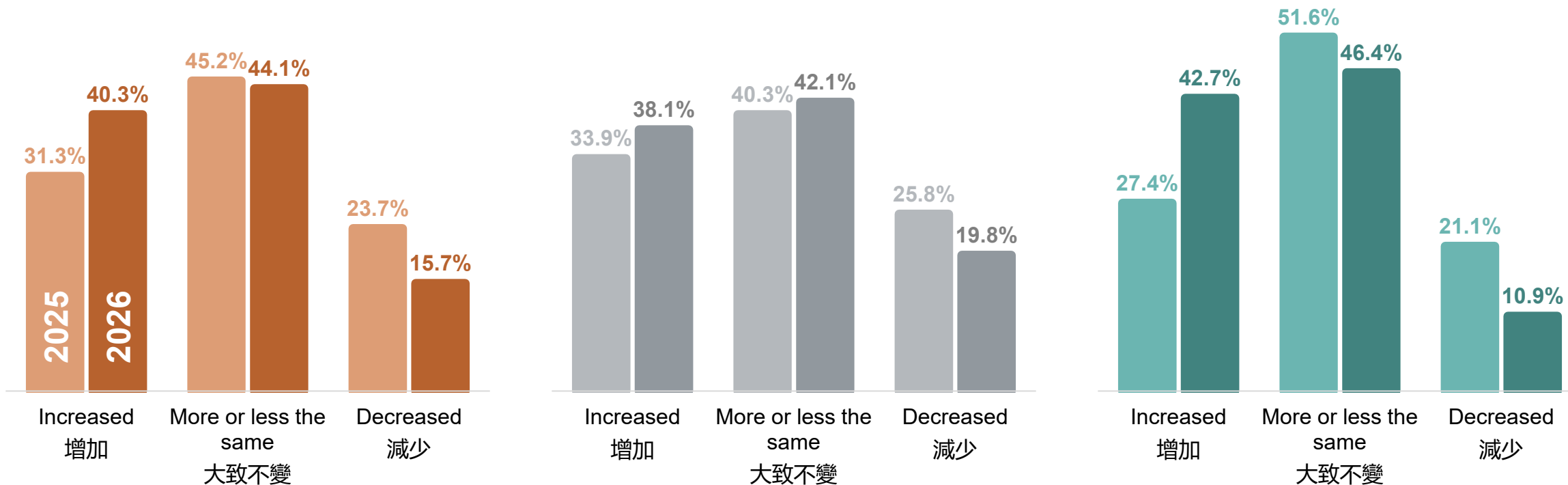
## Optimism for 2026 對2026年業務增長持樂觀態度

### Business Turnover: Next Year compared to This Year 營業額：明年與今年相比

#### Overall 整體

#### SMEs 中小企業

#### Large Enterprises 大型企業

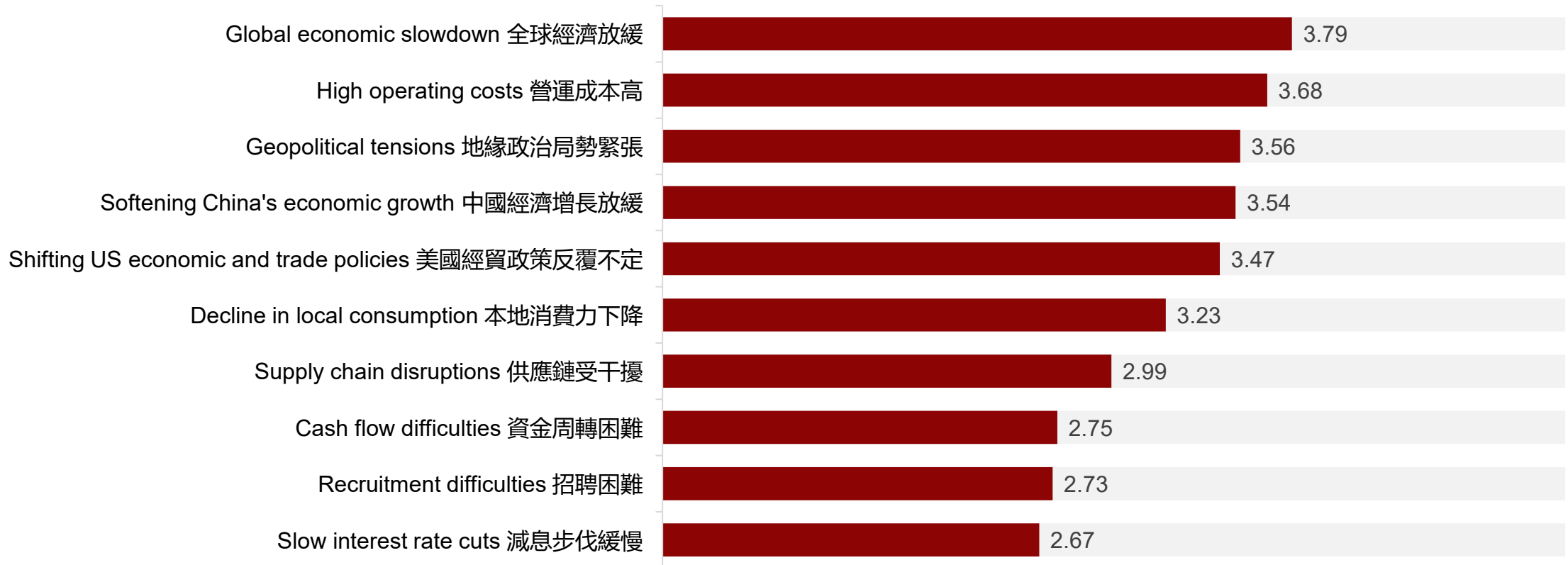


What is the outlook for your company's business turnover for next year compared to this year?

與今年相比，貴公司預期在明年的營業額表現如何？

## Global Economic Slowdown: An Ongoing Risk 全球經濟放緩持續影響企業

### Key Challenges in the Next 12 Months 未來12個月的主要挑戰



Please evaluate the significance of the key challenges that your business may face in the next 12 months. (1= not important, 5 = very important)

請評估貴公司在未來12個月可能面對的主要挑戰的重要性。(1 = 非常不重要, 5 = 非常重要)

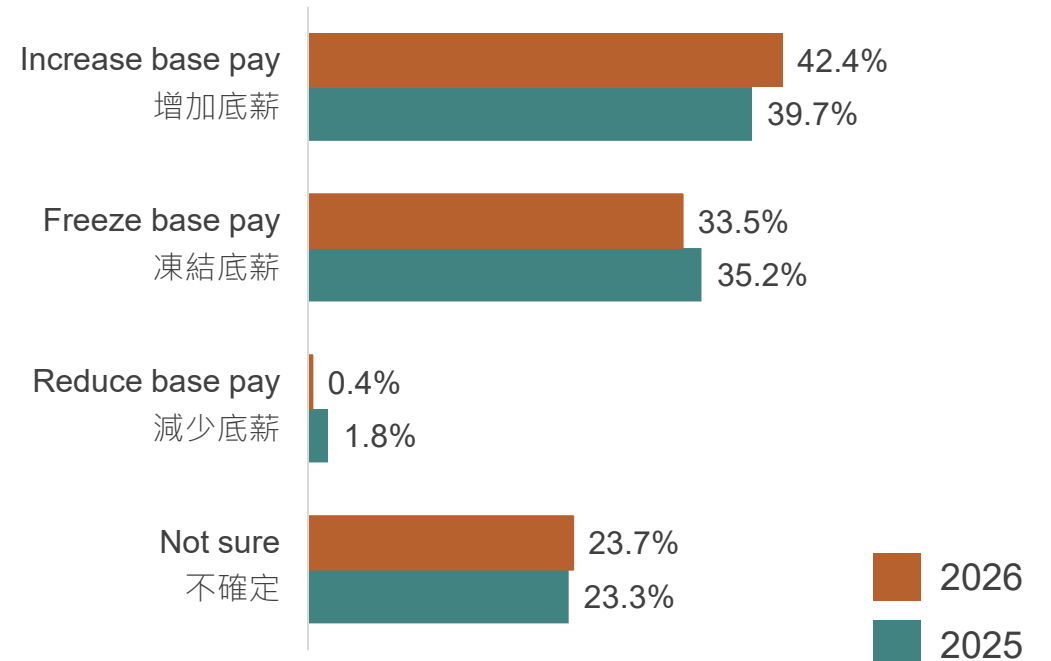
## Confidence in Hiring Prospects 對招聘前景有信心

### Hiring Plan & Base Pay Adjustment over the Next 12 Months 未來12個月的招聘計劃和底薪調整

#### Number of Staff 員工人數



#### Base Pay 底薪

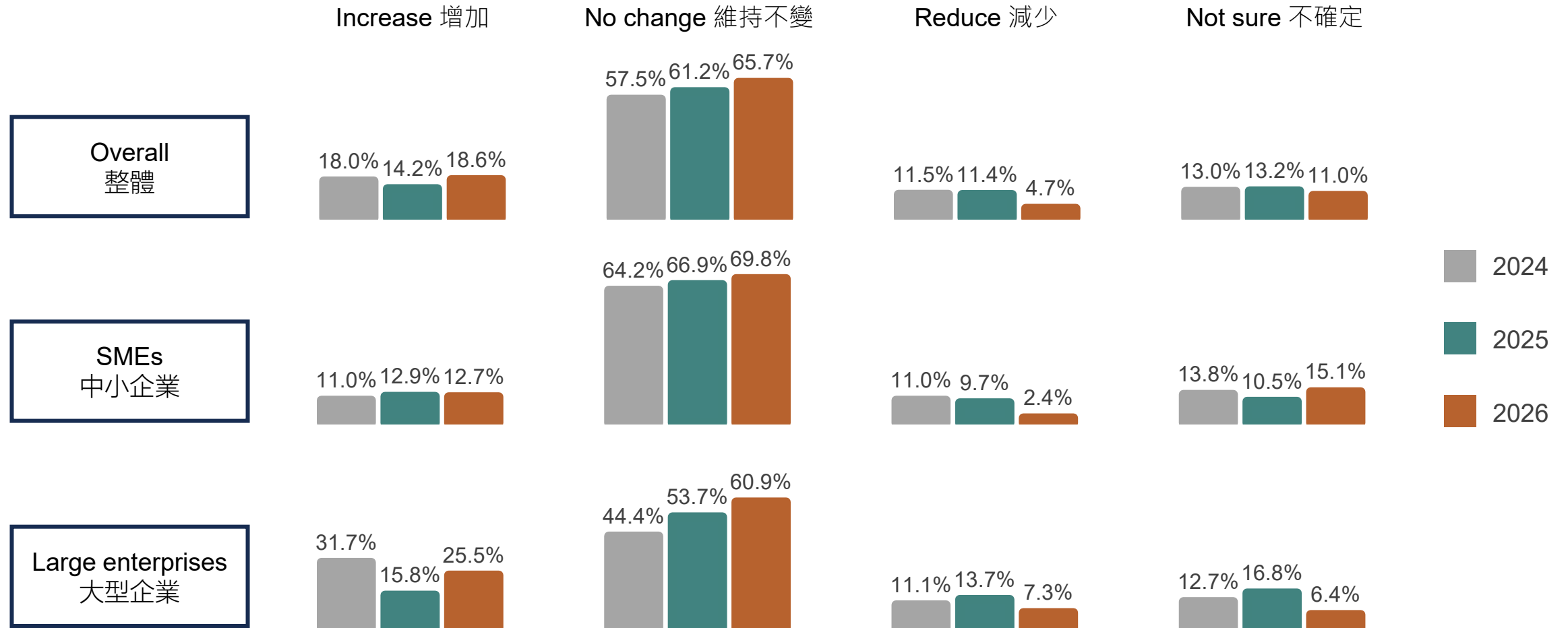


# Cautious Approach Amid Uncertainty

## 謹慎應對不確定性

### Capital Investment Plan in Hong Kong Over the Next 12 Months

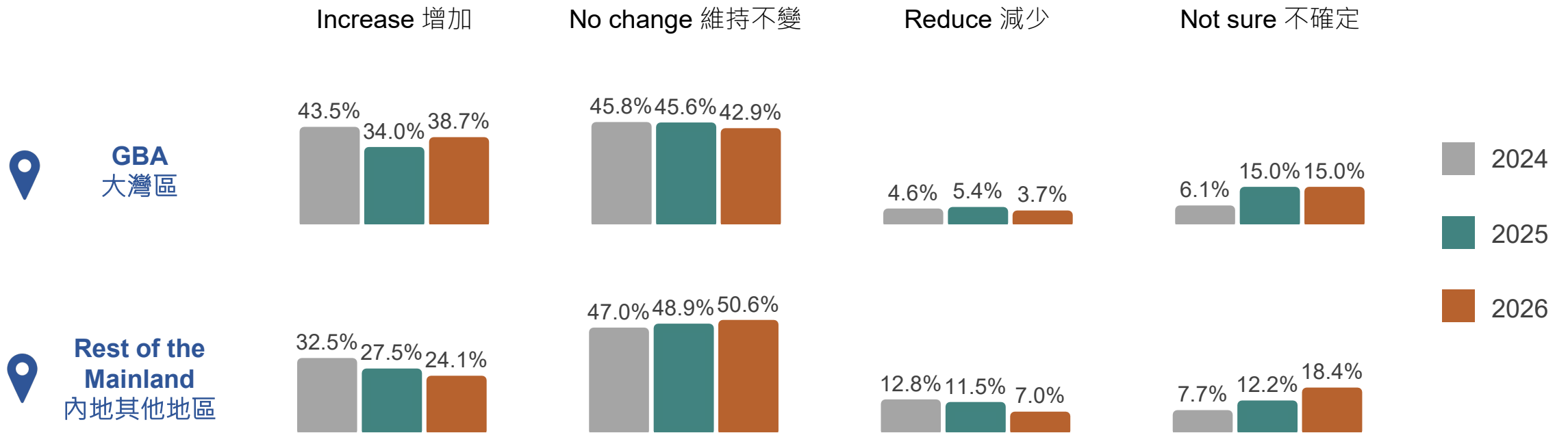
#### 未來12個月在香港的資本投資計劃



What is your company's capital investment plan in Hong Kong over the next 12 months?  
貴公司未來12個月在香港有何資本投資計劃？

## GBA: Still a Hotspot for Investment 大灣區繼續是投資熱點

### Capital Investment Plan in the Chinese Mainland over the Next 12 Months 未來12個月在中國內地的資本投資計劃

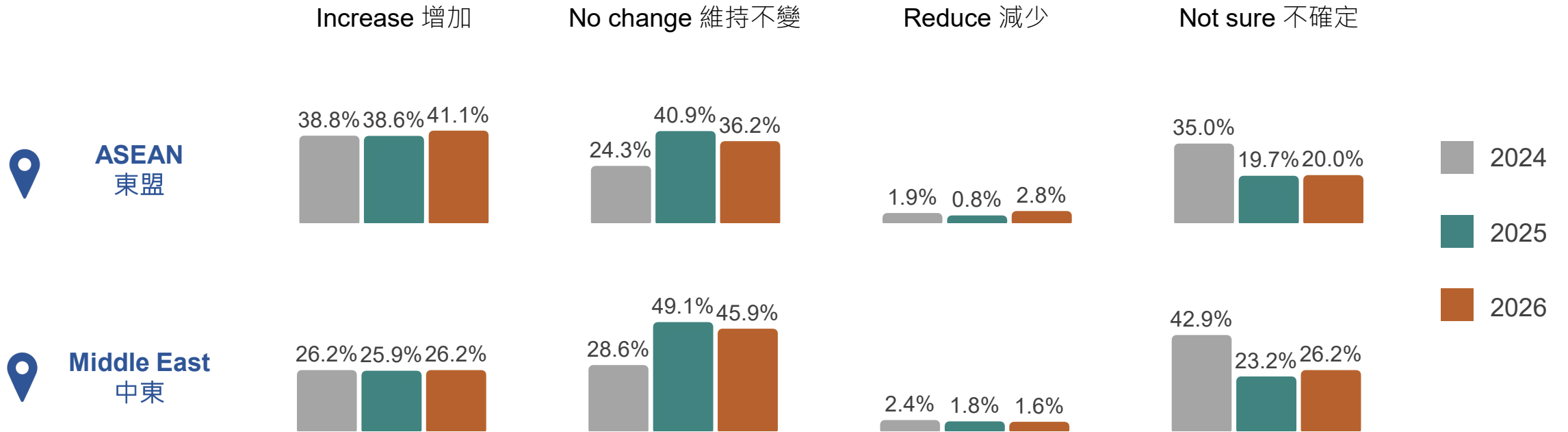


What is your company's capital investment plan in GBA (excluding Hong Kong) and rest of the Mainland over the next 12 months?

貴公司未來12個月在大灣區（不包括香港）和內地其他地區有何資本投資計劃？

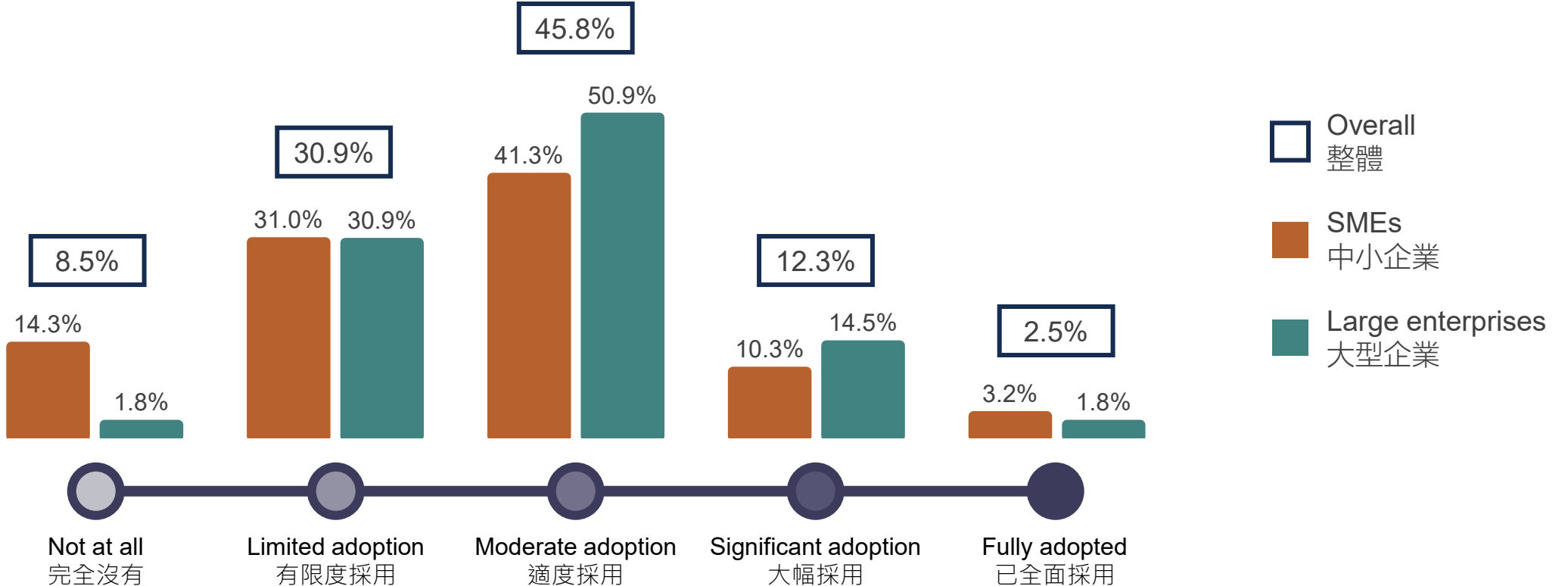
## Growing Interest in Emerging Markets 對新興市場的興趣持續增加

### Capital Investment Plan in Emerging Markets over the Next 12 Months 未來12個月在新興市場的資本投資計劃



## Accelerating Digital Transformation is Key to Growth 加速數碼轉型至關重要

### Adoption of AI & Digital Technologies 人工智能和數碼技術的應用

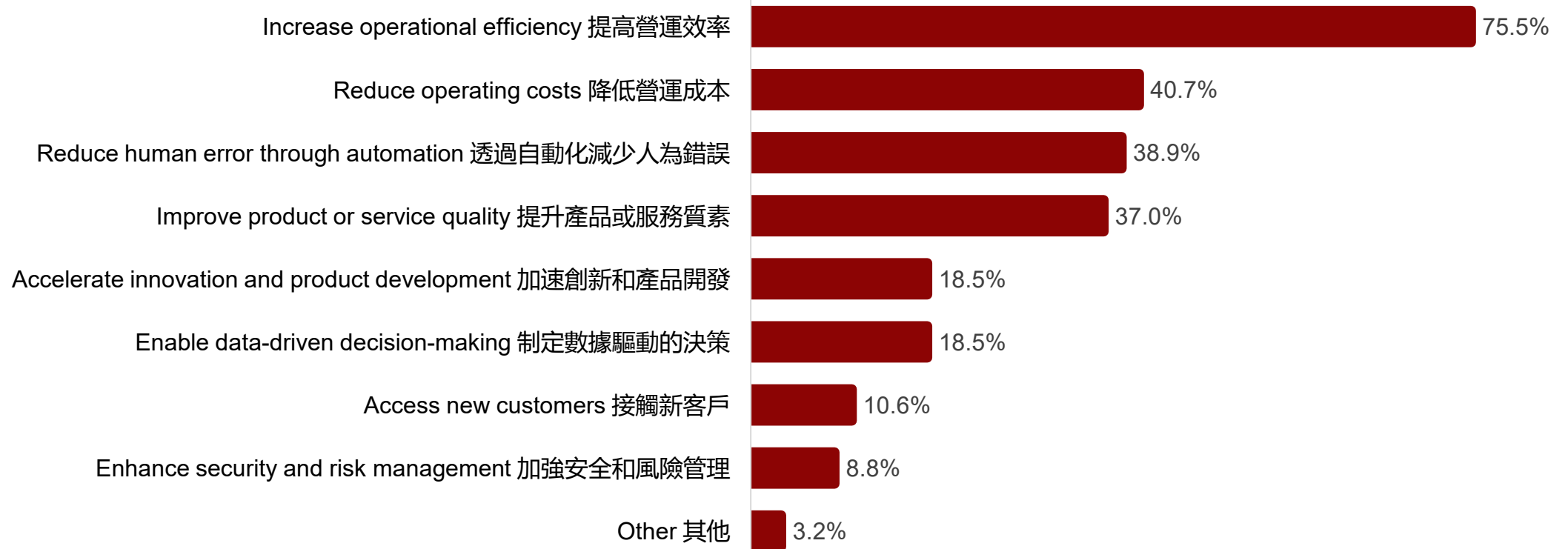


To what extent has your company adopted artificial intelligence (AI) and digital technologies?

貴公司在多大程度上在日常營運中採用人工智能和數碼技術？

## Operational Efficiency Driven by Digital Transformation 數碼轉型提升營運效率

### Benefits of Adopting AI & Digital Technologies 採用人工智能和數碼技術的好處

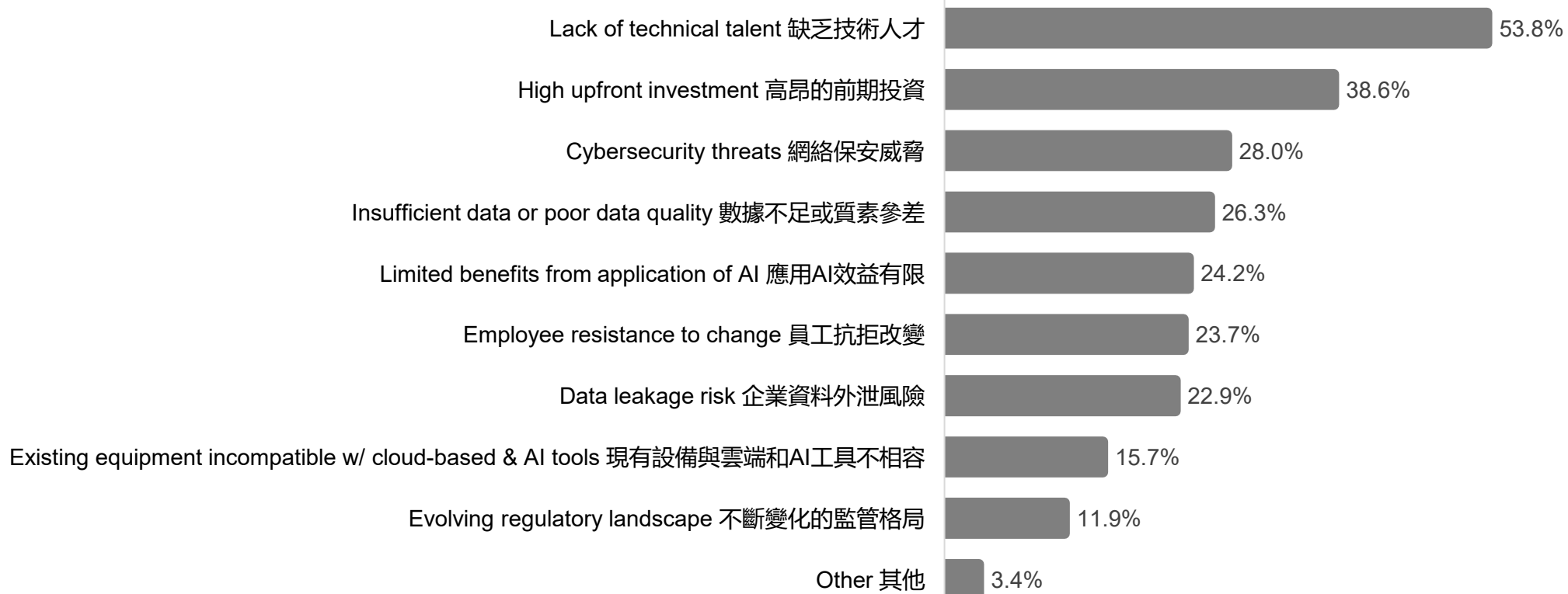


How has your company benefited from adopting AI and digital technologies? Please select up to three answers.

貴公司如何從採用人工智能和數碼技術中獲益？請選擇最多三項。

## Tech Talent Shortage Hindering Digital Growth 技術人才短缺阻礙了數碼發展

### Key Challenges in Adopting AI & Digital Technologies 應用人工智能和數碼技術的挑戰



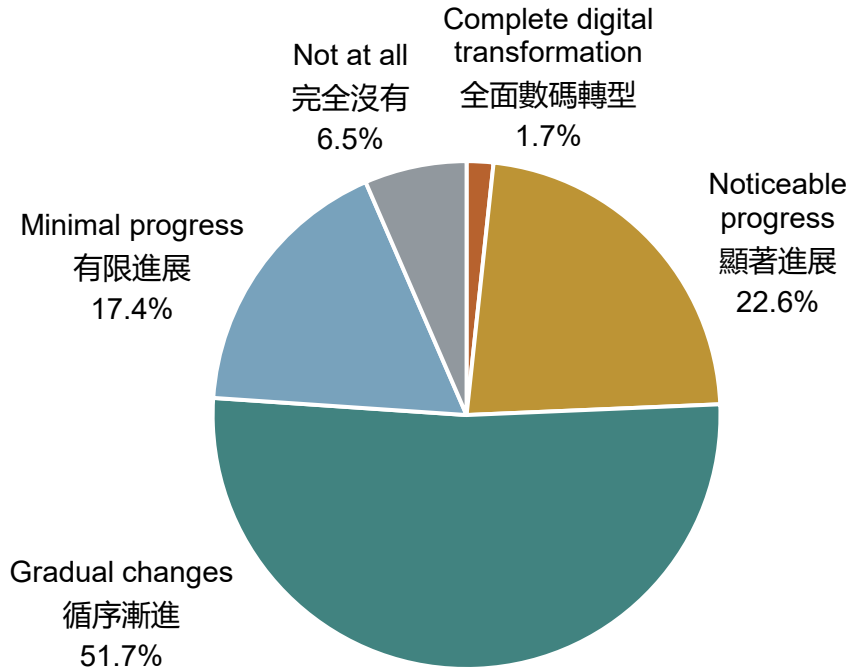
What are the main challenges your company faces in adopting AI and digital technologies? Please select up to three answers.

貴公司在業務中採用人工智能和數碼技術面臨哪些挑戰？請最多選擇三項。

## Empowering Employees for Digital Transformation 賦能員工以推動數碼轉型

### Expected Progress & Readiness in Further Digitalizing over the next 12 Months 計劃未來12個月內數碼轉型的進展和準備程度

#### Expected Progress 預期進展



#### Readiness 準備程度

Software and data infrastructure  
軟件和數據基礎設施



Business process  
業務流程



Financial resources  
財務資源



Employee  
員工



Not at all prepared  
毫無準備



Fully prepared  
完全準備

## HKGCC Economic Forecasts

### 總商會經濟預測

	2025	2026
Real GDP Growth 實質經濟增長	3.2%	2.7%
Headline Inflation 整體通脹率	1.6%	1.8%
Unemployment Rate (year-end) 失業率 (年底)	3.7%	3.9%
Retail Sales Growth 零售銷售增長	0.8%	2%
Merchandise Exports Growth 商品出口增長	14.3%	3%