

## 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

**160,339** Copies 冊



Sales of eCHOICE  
網上版《選擇》銷售量

**2,185**  
Single Issues  
單期

**9,087**  
Single Articles  
單篇文章

**3,040**  
Monthly Average Subscribers  
每月平均訂戶



Digital Platforms  
數碼平台



Official Website  
官方網站

**13** Million  
Page Views  
**1,300** 萬  
網頁瀏覽

**8** Shopping Guide Articles  
「消費全攻略」文章

**54** Infographics  
信息圖

**66** Videos  
影片



Facebook

**96,152**

Accumulated Followers  
累計追蹤人數

**425** Facebook Posts  
帖文



WeChat 微信

**20,430**

Accumulated Followers  
累計追蹤人數

**48** Feeds  
帖文



Instagram

Launched on 2 January 2024  
2024年1月2日啟用

**1,347**

Accumulated Followers  
累計追蹤人數

**65** Feeds  
帖文



YouTube

**4.7**

Million 百萬  
Accumulated Views  
累計瀏覽次數

**33,659** Accumulated Subscribers  
累計訂戶

**543,817**

Views 瀏覽次數 (Reporting Year 報告年度)



## Online Price Watch 網上價格一覽通

Unique Visitors 獨立訪客

**238,177** Mobile 手機瀏覽 **+36%**

**158,616** Desktop 電腦瀏覽 **+58%**

**2,978** Products Covered 款涵蓋產品



## Oil Price Watch 油價資訊通

**2.51** Million 百萬  
Page Views 網頁瀏覽

**1.72** Million 百萬  
App Views 應用程式瀏覽

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

**12,382** App Downloads 應用程式下載次數

**94,037** Accumulated App Downloads 應用程式累計下載 **+15%**



## Public Engagement Events 公眾參與活動

Top 10 Consumer News –  
Year of the Rabbit  
兔年十大消費新聞

**4,620**

Voters 投票人數

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

**1,569**

Public Voters 公眾投票人數

Hong Kong Book Fair 2023  
香港書展 2023

**1,631**

Total On-site Subscriptions  
現場訂閱



## 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	<b>7,674</b>	<b>91%*</b>
Secondary and Post-Secondary School Students 中學生和專上學生	<b>28,458</b>	<b>96%*</b>
Persons with Special Needs 特殊需要人士	<b>869</b>	<b>99%</b>
Senior Citizens 長者	<b>881</b>	<b>97%</b>
50th Anniversary Activities 50 周年活動	<b>4,880</b>	<b>95%^</b>
<b>Total 總數</b>	<b>42,762</b>	

\* Note: applicable to programmes implemented in 2022/23 school year only  
註：只適用於 2022/23 學年舉行之計劃

^ Note: activities included the Consumer Rights Carnival, AI seminar and Consumer Educational Talks

註：活動包括消費權益嘉年華、人工智能研討會及消費者教育講座



## Mass Media 大眾媒體

**74** Press Releases  
新聞稿

**22** Press Statements  
新聞聲明

**5,400+** Counts of Media Coverage  
媒體報道篇幅

**210+** Media Enquiries  
媒體查詢

**187** Media Interviews  
媒體採訪

**64** Front Pages  
頭版

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

**229** 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

**17** Assistance Granted  
獲基金批予協助之申請

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



### Research, Test & Survey 研究、測試及調查

**51** Product Research  
產品研究

**978** Products Tested and Studied  
款測試及研究產品

**626** Brands  
品牌

**26** Service & Market Study  
服務及市場研究



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

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

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

**3** Studies Related to Emerging Financial  
Products  
新興金融產品相關研究



### Advocacy 倡議

**16**  
Submissions to  
Consultations  
諮詢回應

**2**  
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  
**512,792** pages  
頁  
按年 -1.16% YoY

Electricity Usage 用電量  
**281,229** units  
度  
按年 +1.84% YoY

(1 Unit 度 = 1kWh)



## Advocating Strengthened Safeguard for a Better Living Environment 倡議加強舒適安居的消費保障

A safe, comfortable and decent living environment forms the foundation of the quality of life. During the year, the Council published 2 study reports relating to residential properties — “*Transparency and Governance – Optimising Value of Property Management Fee in Hong Kong*” and “*Home Renovation Industry — Better Governance for Creating Comfortable Homes*”, examining 2 key aspects for creating comfortable homes, and advocating relevant measures to strengthen consumer safeguard.

安全、舒適及良好的居住環境是生活質素的基礎。年內，本會推出兩份與住宅物業息息相關的研究報告：《創優增值 — 提升香港物業管理費的透明度和管治》，以及《倡規範家居裝修 建舒適美滿之家》，分別就兩個重點範疇進行深入研究，並倡議加強規管市場及消費者保障措施，打造舒適美滿的安樂窩。

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



## “Consumer Culture Study Award” (CCSA) Passes Baton to “Smart Consumption Academy” (SCA) 「消費文化考察報告獎」圓滿告別 全新「智醒消費學堂」接棒

The CCSA — the Council's flagship consumer education programme for secondary schools — concluded its 24-year historical mission with an award presentation ceremony in July 2023, while its successor, the SCA was launched at the same occasion.

Continued to be co-organised by the Council and the Education Bureau, the new SCA aims to educate students on 3 key themes — “rational consumption”, “sustainable consumption and green lifestyle”, and “consumption and caring for the community”.

本會的旗艦消費者教育活動「消費文化考察報告獎」經歷 24 個年頭，於年內畫上圓滿句號，並以頒獎典禮作結，而全新的中學生消費者教育活動「智醒消費學堂」的啟動禮亦同場舉行。新接棒的「智醒消費學堂」繼續由消委會與教育局合辦，旨在向中學生灌輸「理性消費」、「可持續消費和綠色生活」及「消費和社區關懷」3 大主題的重要訊息。

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



2023

7 JUL



## Naming and Shaming 4 Chinese Pharmacies for Sales Malpractices 點名譴責 4 間藥店不良銷售手法

The Council publicly named 4 primely located Chinese pharmacies and strongly reprimanded them for their unscrupulous sales practices. The Council received 96 complaint cases concerning these 4 traders within 32 months. Their unscrupulous sales practices involved “catty-to-tael” scams and the strong-arm tactic of “ingredient-grinding”, which were detrimental to consumer rights.

本會公開點名 4 間位於旅客熱門購物地段的藥店，嚴正譴責其卑劣經營手法。在 32 個月期間，本會共接獲 96 宗關於該 4 間藥店的投訴，主要涉及「斤變兩」和「磨粉」等不良營商手法，嚴重損害消費者權益。

**More in “Resolving Disputes Between Consumers and Businesses”**  
詳情可參閱「調停消費者與營商者之間的糾紛」一節

2023

9月  
SEP



## Strengthening Regional Collaboration with the Mainland, Especially the Greater Bay Area (GBA) 加強與內地（特別是大湾区）合作

During the year, the Council forged even closer collaboration with various provinces and municipalities in the Mainland, including visiting consumer protection counterparts in Beijing, Hengqin, Macao SAR, etc. A delegation from Shandong also paid the Council a visit to renew the memorandum of understanding (MOU) on the collaboration between the two places on consumer protection.

In October 2023, the Council organised the first Greater Bay Area Consumer Protection Forum, bringing together almost a hundred stakeholders from Beijing and the GBA to exchange ideas on hot consumption topics and consumer protection strategies.

年內，本會加強與內地多個省市的合作交流，包括探訪北京、橫琴、澳門等地的消保組織，而山東省亦安排代表團訪港，與本會重新簽訂《魯港消費者組織合作協議》。

2023 年 10 月，本會主辦首個「粵港澳大湾区推動消保權益論壇」，合共近百名來自北京及大湾区內的持份者聚首一堂，就熱門消費議題作交流，並一同為促進及保障消費者權益出謀獻策。

**More in “Forging Closer Collaboration for Consumer Protection”**

詳情可參閱「與其他機構合作保障消費者權益」一節





## Consumer Rights Reporting Awards (CRRA) Breaks Records Again 消費權益新聞報道獎再創紀錄

The 23rd CRRA continued to receive overwhelming support from the media and once again set a new record high, with a total of 373 entries from 42 news organisations, social media platforms, and local colleges and universities, including 10 media organisations participating for the first time.

第 23 屆消費權益新聞報道獎一如既往獲各大傳媒鼎力支持，並再度打破參賽作品數量的紀錄，合共有 42 家新聞機構、社交媒體平台及大專院校提交共 373 份作品參賽，當中更包括 10 個首次參與的媒體。

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



## Active Participation in Global Consumer Protection Governance 積極參與國際消費保障管治

At the quadrennial Consumers International (CI) Global Congress 2023 held in Kenya, the Council's Chief Executive was appointed as the Vice President of the Board of Trustees for the third consecutive term following her first appointment in 2015, while the Council was re-elected as one of CI's 22 Council Members and nominated as a Member of the Board of Trustee for a 4-year term from 2023-2027.

2023  
12月  
DEC



四年一度的國際消費者聯會（國際消聯）全球會議 2023 於肯尼亞舉行。會議上，本會總幹事繼 2015 年開始的首屆任期後，連續第三屆獲任命為董事會副主席，而本會亦同時當選 22 名理事會成員之一，並獲提名為董事會成員，任期 4 年（2023 年至 2027 年）。

More in “Forging Closer Collaboration for Consumer Protection”  
詳情可參閱「與其他機構合作保障消費者權益」一節

## Launch of Official Instagram Page 消委會官方 IG 帳號正式上線

Coinciding with its 50th anniversary, the Council's long-anticipated official Instagram page was launched in January 2024, forging closer connection with consumers through a variety of consumption information in engaging and bite-sized format.

適逢本會 50 周年，消委會官方 Instagram 帳號於 2024 年 1 月正式面世，為公眾提供富趣味而深入淺出的消費資訊，與消費者更直接互動。

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



2024  
1月  
JAN

