

Resolving Disputes Between Consumers and Businesses

調停消費者與營商者之間的糾紛



In carrying out its statutory functions and powers, the Council offers easily accessible conciliation services as a means of resolving consumption disputes and helping both consumers and traders reach a mutually acceptable agreement. Ever since the first 2 Consumer Advice Centres opened their doors in 1976, a pioneer of its kind in Asia, the Council's dispute resolution channels have continued to evolve and improve over the past 50 years.

While the more traditional hotline continues to be preferred by some, a new Elderly Hotline was launched in 2022 to provide more age-friendly services for senior consumers. Meanwhile, newer electronic channels including e-forms and email have gained traction, paving the way for further enhancements in digital communications such as the complaint case status enquiry functions in WeChat introduced in 2022, as well as the online dispute resolution platform currently under development, which aims to offer a cost-effective and time-efficient way to handle consumption complaints.

Over the years, data gathered from complaints cases not only facilitates the Council in monitoring the market and promptly alerting the public, but also enables the Council to work closely with other authorities and share information to combat unscrupulous trade practices.

Since 1974...
自1974年...

Over 4.7+ Million enquiries
處理超過 4.7+ 百萬 宗消費諮詢

907,000+ consumer complaints received
907,000+ 宗消費投訴

74% resolution rate
74% 調停成功率

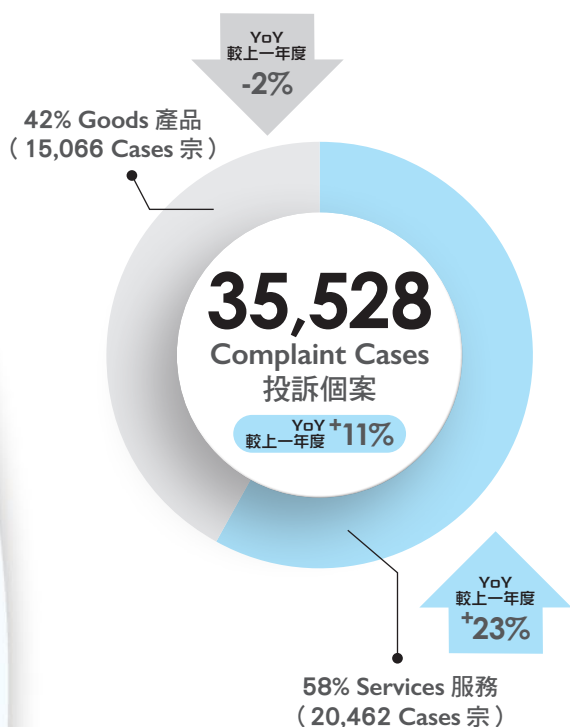
120 traders named for unfair trade practices
120 個商戶被點名譴責



消委會的法定職能與權力之一是為消費者提供便捷的投訴處理服務，通過調停方式支援消費者解決糾紛，協助他們與商戶達成雙方接納的和解方案。本會於 1976 年開設了首兩間消費者諮詢中心，屬亞洲先河，在過去 50 年來不斷優化處理爭議的渠道，為消費者提供更多便利。

因應部分消費者傾向使用較傳統的電話熱線作出查詢及投訴，本會於 2022 年推出了「智齡消委會熱線」，旨在提供長者友善的查詢服務。隨著嶄新的電子渠道包括電子表格和電郵日趨普及，本會亦進一步開拓新渠道，包括於 2022 年推出了微信小程序跟進投訴個案，而目前亦正密鑼緊鼓開發網上爭議解決平台，目標是以更具成本及時間效益的方式處理消費投訴。

多年來，由消費投訴個案中所收集的數據，不僅有助本會監察市場動向並適時提示公眾，也有利於本會與有關執法部門緊密合作及互通資訊，以打擊不良營商手法。



Overview and Trends

Complaints Statistics Breakdown

A notable 11% YoY rise in total complaint cases in 2023-24 can largely be attributed to the increase in the “Food & Entertainment Services” (+76%), “Telecommunication Services” (+38%) and “Accommodation” (+219%) categories. The 23% upsurge in complaints about services is partly due to the resumption of global travels and social activities after the pandemic, resulting in an increase in complaints related to industries driven by tourism.

63% of pursuable cases were resolved by means of conciliation during the reporting year (see Fig.4). The Council's commitment to conciliation was clearly evident in its response to the public's disappointment regarding the non-appearance of a renowned football player during an exhibition match in Hong Kong in February 2024. The Council received around 1,500 complaints regarding this matter and took proactive steps to identify viable solutions with the event organiser in order to alleviate the dissatisfaction of ticket holders. Eventually, the event organiser offered a 50% refund as a resolution. As a result, the Council achieved an encouraging 99% resolution rate for this particular incident.

If a settlement cannot be reached between the complainant and the trader, the complainant would be advised to seek independent legal advice and consider other avenues of resolving the dispute.

Complaints and Enquiries Received

The Council recorded 35,528 complaints and 58,299 enquiries in 2023-24, reflecting a 11% year-on-year (YoY) increase and a 4% YoY decrease respectively. The dominant complaint channel was the e-form on the Council's website, accounting for 73% of the total cases. For enquiries, 89% were received through the Council's hotlines.

投訴及諮詢

年內，本會共接獲 35,528 宗消費投訴和 58,299 宗消費諮詢，按年分別上升 11% 及下跌 4%。大部分消費投訴經由本會網站的電子表格提交，佔個案總數的 73%；而消費諮詢方面，則有 89% 通過本會熱線接收。

概覽及趨勢

消費投訴統計

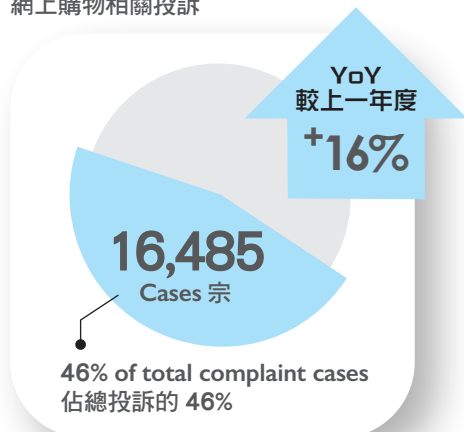
2023-24 年度的總投訴個案較前一年攀升 11%，主要是由於「食肆及娛樂」(+76%)、「電訊服務」(+38%)及「住宿」(+219%)類別的投訴個案增加所致。當中，與服務有關的投訴顯著增加 23%，部分原因是疫情結束後全球旅遊業及社交活動復常，導致與旅遊業相關的投訴有所上升。

年內，63% 的可跟進個案透過調停方式得以解決（見圖 4）。當中於 2024 年 2 月發生的一宗球星缺陣事件，彰顯消委會致力以調停方式處理消費投訴的承諾。事件中，一位國際知名足球運動員在本港舉行的足球表演賽中未有上場，惹來消費者不滿，本會就此事接獲近 1,500 宗投訴，其後積極與主辦方尋求可行的解決方案，為消費者排難解紛。最終，主辦方同意退回門票一半款項，而是次個案之總調停成功率更高達 99%，結果令人鼓舞。

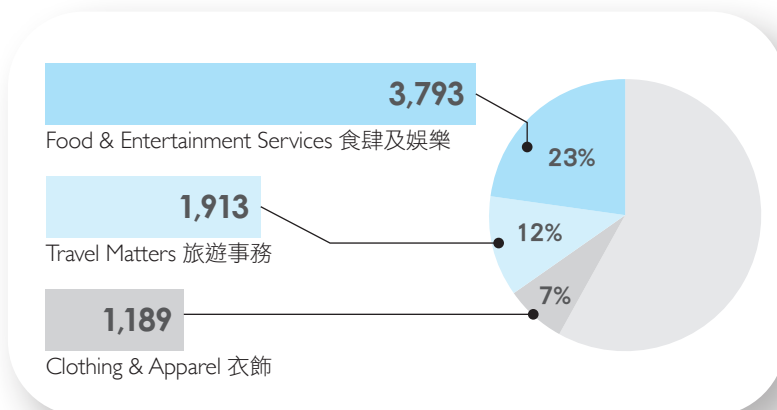
如投訴人與商戶之間無法達成共識，本會會建議投訴人尋求獨立法律意見及考慮透過其他途徑解決有關爭議。



Online Shopping Complaints 網上購物相關投訴



Top 3 Online Shopping Complaint Categories (cases) 網上購物相關投訴最多的 3 個類別 (宗)



Online Shopping Complaints on the Rise

The widespread popularity of online shopping and change in shopping habits after the pandemic have effected a rising trend in complaints related to online transactions from 14,163 cases in 2022-23 (HK\$46 million involved) to 16,485 cases in 2023-24 (HK\$60 million involved). The top 3 categories were "Food & Entertainment Services", "Travel Matters" and "Clothing & Apparel". In terms of the complaint nature, "Late / Non-delivery / Loss" accounted for the largest number (24%, 3,969 cases), followed by "Variation / Termination of Contract" (20%, 3,228 cases). Despite its convenience, e-consumers are reminded to stay vigilant and rational when shopping online. Aside from checking the product or service details, terms and conditions, refund and return arrangements, they should also select more robust and reputable online shopping platforms while refraining from impulse buying or falling into sales traps.

Resurgence in Tourist Complaints

The tourism industry has recovered gradually since the full resumption of cross-border travel in early 2023. In 2023-24, the Council received 3,818 complaints from visitors, and about 82% of these complaints were raised by Mainland visitors. Many post-pandemic visitors were drawn to Hong Kong's local experiences and mega events covering concerts and sports, rather than just shopping, and this trend was reflected in the complaint figures. The most common categories of tourist complaints were about "Food & Entertainment Services" and "Accommodation", which represented 30% (1,133 cases) and 18% (691 cases) respectively of total tourist cases.

Complaints against traders who adopted unscrupulous sales practices in targeting tourists rebounded in 2023-24. In terms of the nature of tourist complaints, "Sales Practices" (988 cases) topped the list, while "Variation / Termination of Contract" (956 cases) and "Price / Charges Dispute" (509 cases) ranked second and third respectively.

網購投訴持續增加

因應網購行業發展迅速和疫後消費習慣的改變，相關投訴由 2022-23 年度的 14,163 宗（涉及金額 4,600 萬港元）增至 2023-24 年度的 16,485 宗（涉及金額 6,000 萬港元）。首三大類別分別為「食肆及娛樂」、「旅遊事務」及「衣飾」。就投訴性質而言，涉及「延期 / 沒有送貨 / 遺失」的個案佔比最高（24%，共 3,969 宗），其次是「更改 / 終止合約」（20%，共 3,228 宗）。雖然網上購物甚為便利，本會要提醒消費者應保持警惕和理性，購物前除了要先了解清楚產品或服務的詳情、條款及細則，以及退款、退貨安排，亦應選擇較為穩健和信譽良好的網上購物平台，避免衝動消費或墮入消費陷阱。

旅客投訴數字回升

自 2023 年初跨境旅遊全面開通後，本港旅遊業逐步復蘇。年內，本會共接獲 3,818 宗旅客投訴，當中約 82% 來自內地旅客。相關投訴數字反映出疫情過後，大部分訪港旅客更著重購物以外的本地體驗和大型活動，包括演唱會和體育賽事等盛事。當中，最常見的旅客投訴類別為「食肆及娛樂」和「住宿」，分別佔旅客投訴個案總數的 30%（1,133 宗）和 18%（691 宗）。

在 2023-24 年度內，有關商戶針對旅客採取不良銷售手法的投訴有所回升，而有關「營商手法」的投訴（988 宗）佔據首位，而涉及「更改 / 終止合約」（956 宗）及「價格 / 收費爭議」（509 宗）的投訴則分別位列第二及第三位。



4 Chinese Pharmacies Named

4間 被點名藥店



Naming Sanction

In September 2023, the Council named 4 Chinese pharmacies (“Traders”) in a prime shopping area frequented by tourists and reprimanded them for their undesirable trade practices involving “catty-to-tael” scams and “ingredient-grinding” strong-arm sales tactics. Despite the Council’s repeated conciliation efforts, the 4 Traders continued to adopt such unscrupulous trade practices which were detrimental to consumer rights and severely jeopardised the reputation of Hong Kong, especially as the retail industry is recovering in the wake of the pandemic. The Council decided to publicly name and shame the 4 Traders to convey a strong message of intolerance to the bad apples of the industry.

點名譴責不良商店

2023年9月，本會公開點名4間位於旅客熱門購物地段的藥店（商戶），嚴正譴責其經營手法。涉及的商戶除了使用俗稱「斤變兩」的不良營商手法外，亦以強硬手段威逼消費者購買在推銷時已磨成粉末或切片的蔘茸海味或藥材。儘管本會已多次作出調停，但該4名商戶仍繼續以不正當方式經營，嚴重損害消費者權益及本港的聲譽，對正處於疫後復蘇的零售業影響尤甚。因此，本會決定公開點名譴責該4名商戶，務求向業界的不良份子及害群之馬表明絕不容許此等不良營商手法。

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	2021-22	2022-23	2023-24
Total number of complaints 投訴個案總數	29,207	31,996	35,528
YoY changes 按年變動	—	+10%	+11%

Fig.2 Top 10 Consumer Complaints by Industry in 2023-24

圖 2 2023-24年度首10位涉及消費投訴的行業

	2023-24	2022-23	% change
Food & Entertainment Services 食肆及娛樂	5,648	3,218	+76%
Telecommunication Services 電訊服務	3,222	2,340	+38%
Travel Matters 旅遊事務	2,673	3,341	-20%
Electrical Appliances 電器用品	2,336	3,009	-22%
Beauty Services 美容服務	1,758	1,295	+36%
Clothing & Apparel 衣飾	1,730	1,745	-1%
Personal Care Products 個人護理產品	1,393	1,182	+18%
Medicine & Chinese Herbal Medicine 藥物及中藥	1,312	757	+73%
Foods & Drinks 食品及飲品	1,267	1,217	+4%
Baby Products 嬰兒產品	1,245	532	+134%

Fig.3 Nature of Consumer Complaints in 2023-24

圖 3 2023-24 年度之投訴性質

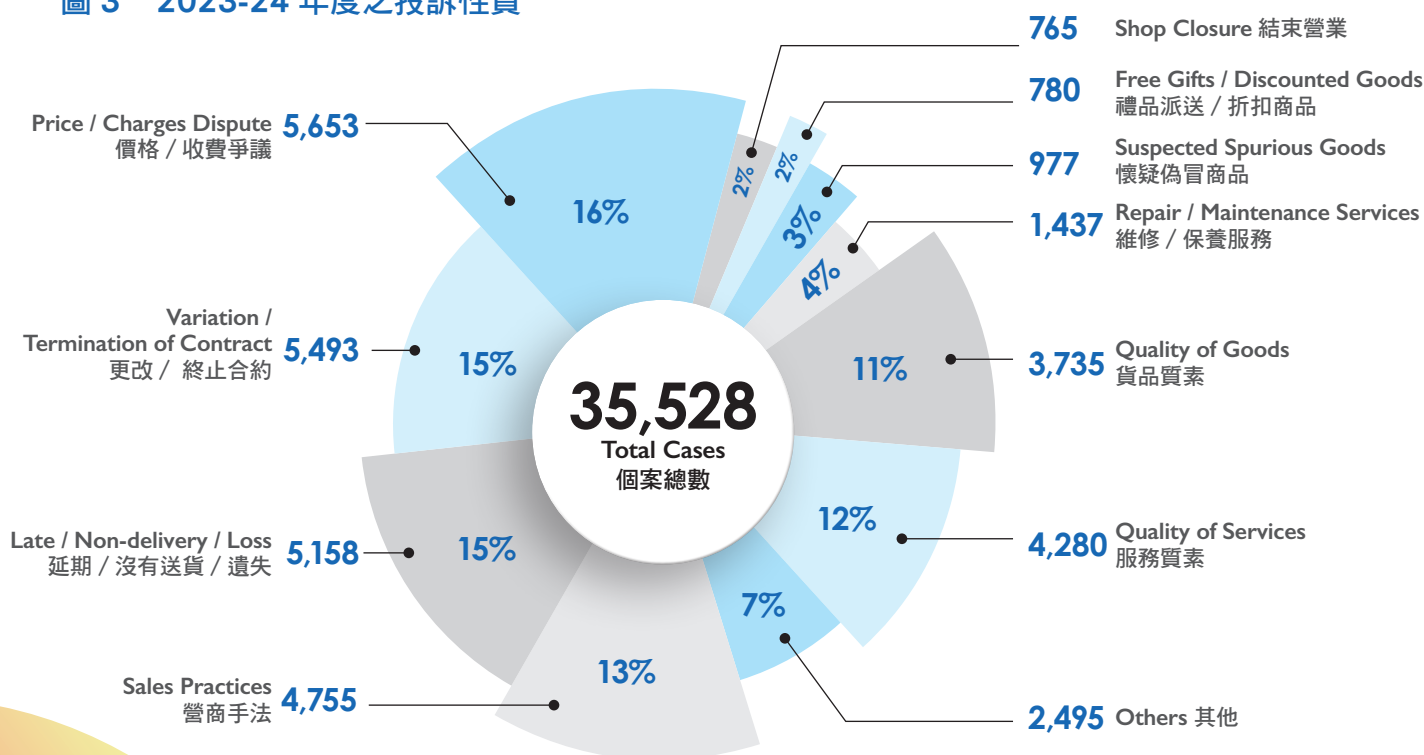
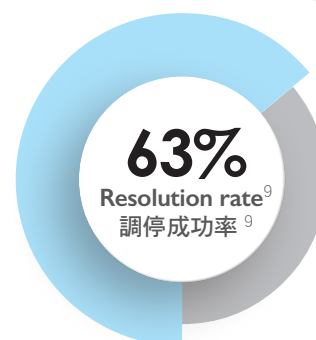


Fig.4 Resolution Rate of Cases with Pursuable Grounds in 2023-24

圖 4 2023-24 年度調停成功率

Total number of cases received 投訴總數	35,528
Number of cases with pursuable grounds ⁸ 可跟進的投訴個案 ⁸	22,327
Number of cases in progress 仍在跟進中的個案	6,584
Number of cases resolved 獲得解決的個案	9,848



8. 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。

9. 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. Food & Entertainment Services

"Food & Entertainment Services" complaints spiked by 76% to 5,648 cases and jumped to first place in 2023-24 with a 70% resolution rate. The most common complaint natures in this category were "Sales Practices" (37%) and "Quality of Services" (14%). Post-pandemic resumption of mega events, such as sports games and public performances, contributed 26% (1,466 cases) and 18% (1,027 cases) respectively to this category. Complaints related to restaurants (23%) continued to rise as consumers resumed dining out, with service quality and price disputes attracting the most cases. Meanwhile, the demand for online food delivery platforms was still significant, representing 18% of the complaints, with lateness and non-delivery being the primary concerns for the complainants.

2. Telecommunication Services

Complaints related to "Telecommunication Services" rebounded to second place with 3,222 cases in 2023-24, recording a 38% YoY surge, yet out of the top 5 complaint categories, telecommunication services had the highest resolution rate of 76%. Seamless telecommunication and data services are basic needs nowadays even when travelling abroad, thus if the service fell short of expectations or communications were misaligned, related disputes would increase. Among this category, over 54% were related to mobile phone services (36%) and mobile data services (19%) with the latter inclusive of data roaming, a larger share than that in 2022-23 (46%). The nature of disputes was predominantly related to "Price / Charges Dispute" (42%, 1,357 cases), followed by "Variation / Termination of Contract" (25%, 800 cases).

3. Travel Matters

Although the travel industry started to reboot in early 2023, luckily complaints about "Travel Matters" (2,673 cases) saw a 20% decrease and dropped to the third from its top place. However, it is worth noting that the resolution rate of this category experienced a decline from 69% to 56% in the reporting year. 72% of travel-related cases involved online travel booking services. A total of 1,408 cases for air tickets and 357 cases for airline services made up 66% of all travel-related complaints. These complaints encompassed both budget airlines and traditional airlines. "Hotel Booking", generally involving reservation of hotels outside Hong Kong, was identified as one of the top 3 within this category with 273 cases reported. "Variation / Termination of Contract" (29%) and "Price / Charges Dispute" (27%) were 2 most prevalent natures of travel-related complaints.

首 5 位消費投訴類別

1. 食肆及娛樂

有關「食肆及娛樂」的投訴於年內激增 76% 至 5,648 宗，躍居榜首，個案調停成功率達 70%。投訴性質主要包括「營商手法」（37%）和「服務質素」（14%）。後疫情時代大型盛事回歸，如體育比賽及公開表演等，分別佔此類別投訴個案的 26%（1,466 宗）和 18%（1,027 宗）。隨著消費者恢復外出用餐，與食肆相關的投訴（23%）持續上升，其中涉及服務質素和收費爭議的個案最多。同時，網上外賣點餐平台的需求仍然顯著，佔投訴的 18%，其中遲到和不送餐是投訴人最關心的問題。

2. 電訊服務

與「電訊服務」有關的投訴在 2023-24 年度反彈至第 2 位，累計 3,222 宗，按年急增 38%。電訊服務的調停成功率達 76%，為首 5 位消費投訴類別之中最高。在現今社會，順暢無縫的電訊及數據服務已成為人們日常生活的基本需求，於外遊時亦不例外，所以若期望或理解出現落差，相關爭議亦會有所增加。在此類別中，超過 54% 的投訴與流動電話服務（36%）和流動數據服務（19%）有關（後者涵蓋數據漫遊），佔比略高於 2022-23 年度（46%）。投訴性質主要涉及「價格 / 收費爭議」（42%，共 1,357 宗），其次是有關「更改 / 終止合約」（25%，共 800 宗）。

3. 旅遊事務

2023 年初旅遊業重啟，慶幸有關「旅遊事務」的投訴（2,673 宗）不升反跌 20%，從首位下跌至今年的第 3 位。然而，值得留意是此類別的個案調停成功率由 2022-23 年度的 69% 降至年內的 56%。與旅遊事務相關投訴中，72% 涉及已甚為普及的網上預訂旅遊服務。同時，本會共錄得 1,408 宗有關機票及 357 宗有關航空服務的投訴，佔此類別總數的 66%，當中包括廉價及傳統航空公司的投訴。「酒店預訂」（一般指境外酒店的預訂）也位列「旅遊事務」中的首 3 大投訴類別之一，合共接獲 273 宗個案。最常見的兩類旅遊投訴性質包括「更改 / 終止合約」（29%）和「價格 / 收費爭議」（27%）。



4. Electrical Appliances

Ranked fourth, complaints related to “Electrical Appliances” dropped by 22% with 2,336 cases recorded. The resolution rate saw a slight improvement YoY from 67% to 70%. The top 3 most complained-about appliances remained the same as last reporting year: air conditioners (16%), television sets (11%), and washing machines / dryers (11%), while complaints concerning small appliances rose from seventh to fourth place in this category, totalling 145 cases (6%). “Quality of Goods” (28%) and “Repair / Maintenance Services” (28%) were the key areas of concern.

5. Beauty Services

The Council received a total of 1,758 “Beauty Services” complaints in 2023-24, up 36% to fifth place. Among the top 5 complaint categories, “Beauty Services” recorded the highest monetary value, with a staggering amount of around HK\$44 million involved, and the lowest resolution rate of 44%, despite showing slight improvement in comparison to 2022-23 (37%). 50% of all complaints about beauty services were split between “Spa / Massage Services” (28%) and “General Skin Care Services” (22%). In 2023-24, the percentage of beauty complaints related to sales practices and service quality decreased, going from 28% to 25% and from 19% to 17%, respectively. Conversely, complaints involving shop closure increased significantly, reaching 21%, a noteworthy increase over the 6% recorded the year before.

4. 電器用品

位列第4大投訴類別的「電器用品」，在本年度投訴數字下降了22%，共錄得2,336宗個案。年內，調停成功率從67%按年略升至70%。最常被投訴的3類電器用品與上一年度相同：冷氣機（16%）、電視機（11%）及洗衣／乾衣機（11%），當中有關小型家電的投訴從此類別的第7位上升至第4位，合計145宗（6%）。而「貨品質素」（28%）及「維修／保養服務」（28%）是消費者最關注的範疇。

5. 美容服務

本會在年內共接獲1,758宗有關「美容服務」的投訴，較去年增長36%，排名第5，然而其涉及的金額屬首5位投訴類別中最高，接近4,400萬港元，調停成功率亦為最低，只有44%，惟與2022-23年度（37%）相比已略有改善。相關投訴中，一半個案涉及「水療／按摩服務」（28%）及「一般皮膚護理服務」（22%）。於2023-24年度，涉及銷售手法及服務質素的美容投訴佔比相對減少，分別按年由28%降至25%及由19%降至17%。相反，有關店舖結業的投訴大幅上升至21%，相比前一年的6%有顯著增長。

