



Appliances and Electronics Specialists in China

March 2024

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Appliances and Electronics Specialists in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gome Group faces a severe business crisis
Regional chained appliances and electronics specialists find opportunities in low-tier markets
Premiumisation is a notable trend in appliances and electronics specialists in tier-1 and tier-2 cities

PROSPECTS AND OPPORTUNITIES

Uni-marketing and digital technology are used by appliances and electronics specialists
Appliances and electronics specialists become a standard feature of mid-range to high-end shopping centres
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No clear boundary between online retailers and offline retailers
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