



Appliances and Electronics Specialists in Hong Kong, China

March 2024

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Appliances and Electronics Specialists in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail sales return to decline in 2023
In 2023 Gome exits the Hong Kong market
Yoho performs well with an OMO business model

PROSPECTS AND OPPORTUNITIES

Sales expected to return to growth over the forecast period
Online sales will continue to be driven by small appliances and electronic devices/ gadgets
Riding on cross-border e-commerce and retail sales

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What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
China National Day (also known as Golden Week)
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