

General Merchandise Stores in China

March 2024

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General Merchandise Stores in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores sees only a modest rebound

Variety stores sees more robust growth

Intime increases its share as it adapts to the changing landscape

PROSPECTS AND OPPORTUNITIES

Low growth forecast for department stores, but opportunities remain

Variety stores set to perform well by offering lower prices

Enhancing customer loyalty will be important for players in variety stores

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Boosting consumption remains a major challenge

No clear boundary between online retailers and offline retailers

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