



# Appliances and Electronics Specialists in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists remains stable amidst housing market slowdown  
Premiumisation is notable in appliances and electronics specialists in tier-1 and tier-2 cities  
Competitive landscape shifts, with key retailers struggling

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Slow and stable growth, and the consumer shift towards energy efficiency  
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Possibility of a change in leadership in the forecast period

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Shifts in retail channels favour value-based retail and online sales  
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