



# 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  
The competitive landscape is set to see a reshuffle

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## Retail in China - Industry Overview

### EXECUTIVE SUMMARY

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Boosting consumption remains a major challenge  
No clear boundary between online retailers and offline retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
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