



Euromonitor
International

The Rise of Chinese Brands in Southeast Asia

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Southeast Asia is a high growth region of 10 countries with a population over 650 million

Chinese brands are at different growth stages in Southeast Asia

Our industry experts on the growth potential of Chinese brands in the region

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WHY ARE CHINESE BRANDS FOCUSING ON SOUTHEAST ASIA?

Southeast Asia continues to be a focus of companies looking for growth

Southeast Asia is the largest and fastest-growing export region for China

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Opportunities for growth in Southeast Asia (2)

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How should Chinese companies entering SEA respond to these challenges?

How should established companies in SEA respond to these challenges?

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