

General Merchandise Stores in China

Market Direction | 2023-03-21 | 37 pages | Euromonitor

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Report description:

2022 proved to be another tough year for China's general merchandise stores, as the ongoing spread of the Omicron variant of COVID-19 resulted in tightened pandemic restrictions and reduced foot traffic. The decrease in customer visits had a direct negative impact on these retailers, with many consumers losing confidence in spending and also the capacity to spend on non-essential durable goods. A negative outlook was not new for these retailers, as they experienced the same trend in 2020, when t...

Euromonitor International's General Merchandise Stores in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores, Variety Stores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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