

## **China Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-27 | 42 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

China Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Consumer Electronics Retail in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The Chinese consumer electronics market had total revenues of \$330.7 billion in 2022, representing a compound annual growth rate (CAGR) of 6% between 2017 and 2022.
- The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$211.1 billion, equivalent to 63.8% of the market's overall value.
- In 2022, the consumer electronics market experienced a slight contraction due to smartphone saturation and a rebound in computing device demand. Consumer price inflation in China in 2022 stood at 2%, up from 0.9% in the previous year, according to GlobalData.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

electronics retail market in China

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in China
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China consumer electronics retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the China consumer electronics retail market by value in 2022?
- What will be the size of the China consumer electronics retail market in 2027?
- What factors are affecting the strength of competition in the China consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in China's consumer electronics retail market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Category segmentation

###### 1.4. Geography segmentation

###### 1.5. Market rivalry

###### 1.6. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

###### 4.3. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Who are the leading players?

###### 7.2. What are the key strengths of the leading players?

###### 7.3. What are the key strengths of the leading players?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

7.4. What has been the rationale behind recent M&A activity?

8 Company Profiles

8.1. JD.com Inc

8.2. Suningcom Group Co Ltd

8.3. GOME Retail Holdings Ltd

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## China Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-27 | 42 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)