

General Merchandise Stores in China

Market Direction | 2024-03-06 | 35 pages | Euromonitor

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Report description:

After seeing a notable decline in value sales in 2022 during the waves of COVID-19 across the country, when many consumers lost confidence in spending on non-essential durable goods, general merchandise stores saw a moderate rebound in its sales in China in 2023, given the return of consumer mobility and the better operating environment when compared with 2022. Department stores accounts for most sales in general merchandise stores, and was the main driver of these growth patterns. However, in 2...

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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reliable information resources to help drive informed strategic planning.

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Variety stores sees more robust growth

Intime increases its share as it adapts to the changing landscape

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