

## **General Merchandise Stores in China**

Market Direction | 2025-02-28 | 36 pages | Euromonitor

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### **Report description:**

In 2024, department stores remained the largest channel within general merchandise stores in China, although it experienced a current value decline, driven by consumption downgrading, the limited efficacy of policy measures, and increased online penetration. Economic pressures have been prompting consumers to prioritise value-oriented purchases over premium products, therefore leading to a reduction in discretionary spending in department stores. Meanwhile, different policy measures, such as old...

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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