

General Merchandise Stores in China

March 2024

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General Merchandise Stores in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores sees only a modest rebound Variety stores sees more robust growth Intime increases its share as it adapts to the changing landscape

PROSPECTS AND OPPORTUNITIES

Low growth forecast for department stores, but opportunities remain Variety stores set to perform well by offering lower prices Enhancing customer loyalty will be important for players in variety stores

CHANNEL DATA

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Retail in 2023: The big picture Boosting consumption remains a major challenge No clear boundary between online retailers and offline retailers What next for retail?

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