

Appliances and Electronics Specialists in Hong Kong, China

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail sales return to decline in 2023
In 2023 Gome exits the Hong Kong market
Yoho performs well with an OMO business model

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Online sales will continue to be driven by small appliances and electronic devices/ gadgets
Riding on cross-border e-commerce and retail sales

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