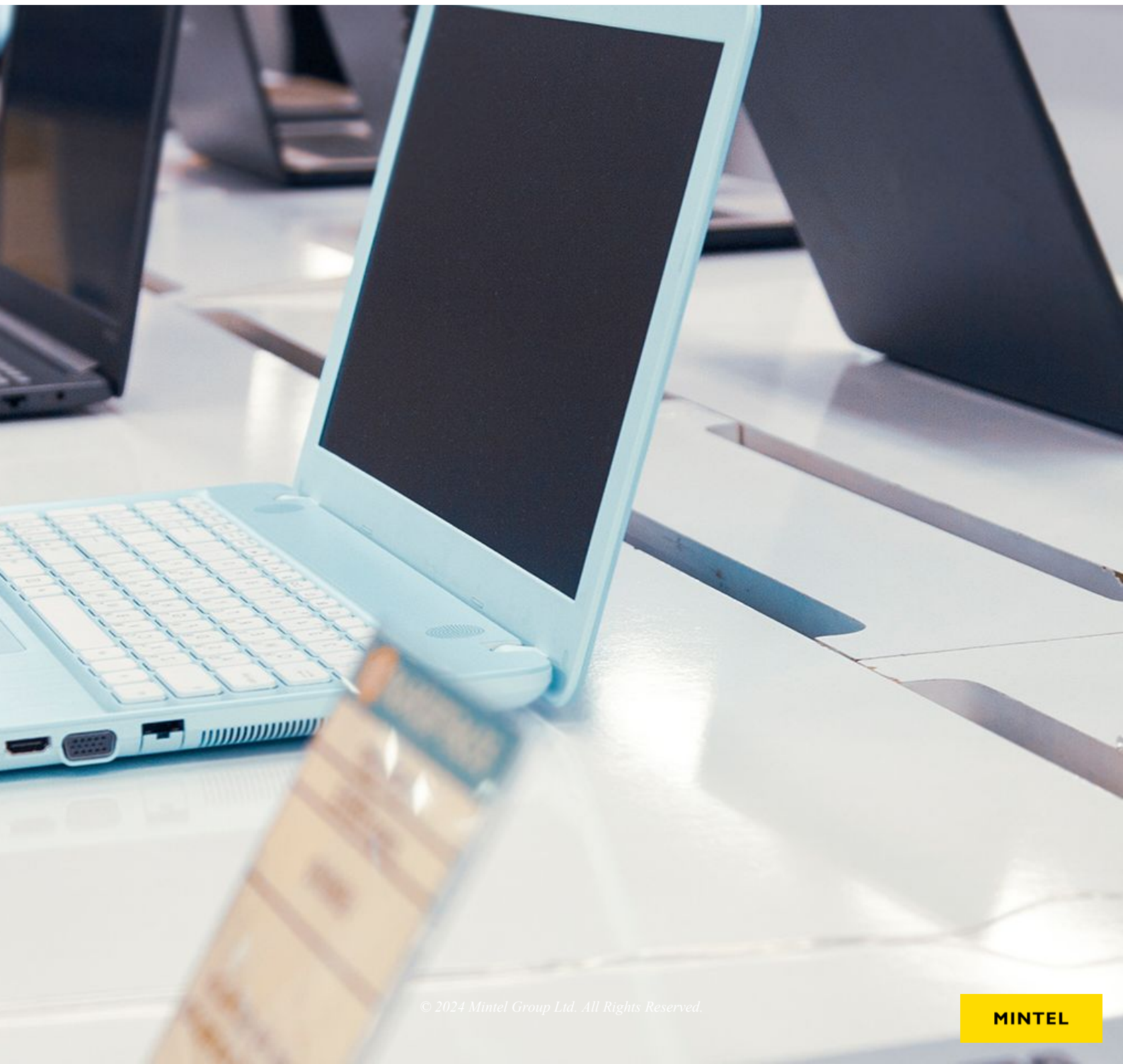


# TECHNOLOGY PRODUCTS RETAILING – CHINA – 2024

The consumer electronics industry is in a period of recovery and adjustment. Faced with intense competition on price and functionality, technology brands should adapt their strategies to centre product quality and experience, satisfying consumer demands for tech products and brands to deliver long-term value.



Toby Xu, Analyst, China  
Insights



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- Reimagine key offline purchasing experiences
- Create an experiential space for relaxation and socialising

## APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

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