# 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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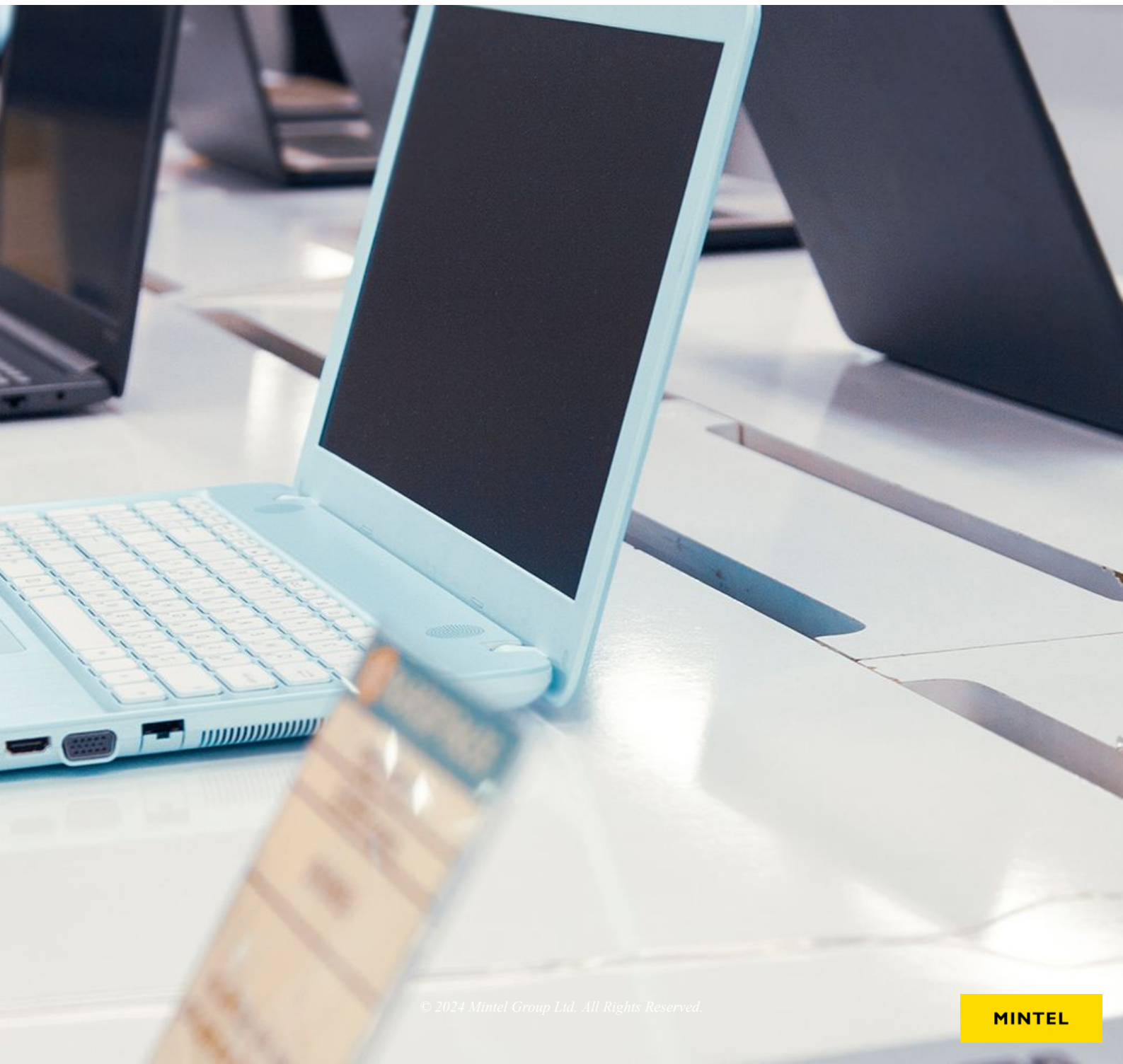
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### Market overview

- The consumer electronics industry is making a recovery while awaiting a new cycle of growth

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# Technology Products Retailing – China – 2024

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- Cross-sector and cross-platform; refreshing the product purchase experience

- Embrace the outdoors to appeal to a wider audience

- Focus on the digital demands of older people

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**Shape brand image to boost competitiveness**

- Brand image has become a key consideration when purchasing technology products

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- Make a strong impression with short brand videos and differentiated positioning

**Promote technology products with personalised/fashion marketing**

- Fashion pairings drive conversions for entry-level products

- Position high-priced technology products as fashion-forward items

**Transform offline stores into lifestyle spaces**

- Reimagine key offline purchasing experiences

- Create an experiential space for relaxation and socialising

# APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology

- Abbreviations

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