

Lessons from China's Recovery Post-COVID-19: Consumer Goods and Service Sector Analysis

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Abstracts

Coronavirus (COVID-19) has left a profound impact on China's consumer goods and service sectors. China was the first major economy to recover to pre-pandemic levels; Euromonitor International's analysts on the ground in China deliver insights into the recovery stories and lessons one year from lockdown on eight industries. These insights on consumer behaviour changes and industry trends might also follow in other regions that are stepping into recovery.

Euromonitor International's Lessons from China's Recovery Post-COVID-19: Consumer Goods and Service Sector Analysis global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Contents

Introduction
Retailing
Beauty and Personal Care
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Consumer Health
Home and Garden
Home Care
Luxury
Travel
Conclusion

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