

# Suning Appliance Co Ltd in Consumer Appliances (China)

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## Abstracts

Suning Appliance Co Ltd will emphasise extension of product categories and expansion of its online business in the coming years. On the one hand, Suning will further consolidate its dominant position in consumer appliances, while diversifying its product offerings, especially 3C (Computer, Communication and Consumer Electronics) and baby products. On the other hand, Suning will accelerate the construction of its own logistics network to improve the competitive position of its online business, ...

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