

# Suning Appliance Chain Store (Group) Co Ltd in Retailing - World

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## Abstracts

This global profile looks at the Chinese electronics and appliance specialist retail giant – Suning - in light of its ascension to becoming China’s biggest retailing brand. For the past 10 years, Suning has been in the shadow of GOME, its biggest rival. However, recent scandals concerning GOME’s Chairman has allowed Suning to overtake them. This profile deals with Suning in Asia Pacific and its reasons for success. It also focuses on recent acquisitions and discusses ‘what next for Suning?’...

Euromonitor International’s Suning Appliance Chain Store (Group) Co Ltd in Retailing – World company profile offers detailed strategic analysis of the company’s business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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

### Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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