

# Consumer Electronics Retail in China - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/C38560EDE90DEN.html>

Date: August 2021

Pages: 38

Price: US\$ 350.00 (Single User License)

ID: C38560EDE90DEN

## Abstracts

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### SUMMARY

Consumer Electronics Retail in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers,

freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Chinese consumer electronics market had total revenues of \$289.8bn in 2020, representing a compound annual growth rate (CAGR) of 7.2% between 2016 and 2020.

Online Specialists account for the largest proportion of sales in the Chinese consumer electronics market in 2020, sales through this channel generated \$102.9bn, equivalent to 35.5% of the market's overall value.

The switch to e-commerce has been accelerated in 2020 with lockdowns causing store closures and forcing demand online.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in China

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China consumer electronics retail market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the China consumer electronics retail market by value in 2020?

What will be the size of the China consumer electronics retail market in 2025?

What factors are affecting the strength of competition in the China consumer electronics retail market?

How has the market performed over the last five years?

Who are the top competitors in China's consumer electronics retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. How is government regulation affecting competition in this market?
- 7.3. How has the COVID-19 pandemic affected leading players?

## **8 COMPANY PROFILES**

- 8.1. JD.com Inc
- 8.2. Suning.com Group Co Ltd
- 8.3. GOME Retail Holdings Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: China consumer electronics retail market value: \$ billion, 2016-20

Table 2: China consumer electronics retail market category segmentation: \$ billion, 2020

Table 3: China consumer electronics retail market geography segmentation: \$ billion, 2020

Table 4: China consumer electronics retail market distribution: % share, by value, 2020

Table 5: China consumer electronics retail market value forecast: \$ billion, 2020-25

Table 6: JD.com Inc: key facts

Table 7: JD.com Inc: Annual Financial Ratios

Table 8: JD.com Inc: Key Employees

Table 9: Suning.com Group Co Ltd: key facts

Table 10: Suning.com Group Co Ltd: Annual Financial Ratios

Table 11: Suning.com Group Co Ltd: Key Employees

Table 12: GOME Retail Holdings Ltd: key facts

Table 13: GOME Retail Holdings Ltd: Annual Financial Ratios

Table 14: GOME Retail Holdings Ltd: Key Employees

Table 15: China size of population (million), 2016-20

Table 16: China gdp (constant 2005 prices, \$ billion), 2016-20

Table 17: China gdp (current prices, \$ billion), 2016-20

Table 18: China inflation, 2016-20

Table 19: China consumer price index (absolute), 2016-20

Table 20: China exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: China consumer electronics retail market value: \$ billion, 2016-20

Figure 2: China consumer electronics retail market category segmentation: % share, by value, 2020

Figure 3: China consumer electronics retail market geography segmentation: % share, by value, 2020

Figure 4: China consumer electronics retail market distribution: % share, by value, 2020

Figure 5: China consumer electronics retail market value forecast: \$ billion, 2020-25

Figure 6: Forces driving competition in the consumer electronics retail market in China, 2020

Figure 7: Drivers of buyer power in the consumer electronics retail market in China, 2020

Figure 8: Drivers of supplier power in the consumer electronics retail market in China, 2020

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in China, 2020

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in China, 2020

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in China, 2020

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