



# Top 5 Electronics Stores

## Female vs. Male



- Guomei tops the list among both Chinese men and women for store shopped most often for electronics, followed by Suning.
- These electronics stores are popular among both segments likely because of their well-known brand awareness and good reputation.



**1** **Guomei**  
31.7%

**2** **Suning**  
24.7%

**3** **Walmart**  
4.9%

**4** **Carrefour**  
4.0%

**5** **Five Star Electronics**  
3.6%



**1** **Guomei**  
32.9%

**2** **Suning**  
26.2%

**3** **Walmart**  
4.2%

**4** **Local Electronics Mall**  
2.8%

**5** **Five Star Electronics**  
2.8%

Question: Where do you shop most often for Electronics?

Source: ProsperChina™ 2015-Q1 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



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