



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**
32.9%

2 **Suning**
26.8%

3 **Walmart**
3.9%

4 **SanLian**
3.0%

5 **Five Star Electronics**
2.5%



1 **Guomei**
31.1%

2 **Suning**
25.1%

3 **Walmart**
5.2%

4 **Five Star Electronics**
3.4%

5 **Local Electronics Mall**
3.3%

Question: Where do you shop most often for Electronics?

Source: ProsperChina™ 2015-Q2 Quarterly Survey

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