

2024 Morgan Stanley China BEST Summit: Sandalwood Invited to Attend

HONG KONG, HONG KONG, CHINA, September 6, 2024 /EINPresswire.com/ -- From September 4th to 6th, 2024, the Morgan Stanley China BEST Summit was held in Beijing, focusing on global and China macroeconomic trends and China economic recovery. Steven Hu, Head of Sandalwood Advisors' Shanghai research team, was invited to attend and delivered a keynote speech.



At the summit, Steven Hu presented on the topic “Chinese Consumer Spending and Online Trends.” He provided in-depth insights into Chinese consumer trends and the online sales performance of various categories, including but not limited to sportswear, consumer electronics, international cosmetics, hotels, and real estate.

According to Sandalwood data, the third quarter saw continued growth in sportswear sales driven by the popularity of outdoor activities, particularly for professional and premium brands. International cosmetics brands showed signs of recovery online. Although consumer electronics has performed poorly after the 6.18 promotion event, domestic smartphone brands continued to perform well.

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Carson Collins
Sandalwood Advisors Limited

[email us here](#)

+1 4152343544

Visit us on social media:

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