

Apple will first close the store in China against the background of a fall in sales

Apple announced the closure of one of her retail stores in China - for the first time in the history of the presence of the company in this region. On August 9, the point in the Parkland Mall shopping center in the Zhongshan region of the city of Dalyan will stop working.

The reason for the closure of the company called changes in the structure of the shopping center itself, from where other well-known brands have recently left, including Coach, Sandro and Hugo Boss. Parkland store was one of two in Dalyan. The second, located in the Olympia 66 complex, will continue to work.

Apple will offer employees of the closing store to transfer to other company stores. The distance between the two locations in the city is about 10 minutes.

The decision to close was made against the backdrop of a decrease in Apple sales in China. In the second quarter, they fell by 2.3%, amounting to \$ 16 billion, which is lower than analysts. The country continues to decline in consumer activity and reduction of real estate prices, as well as pressure from international trade.