

# Vending in China

March 2024

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## Vending in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending sees strong growth, benefiting from the return of consumer mobility  
Concentration in high-tier cities  
Vending sees an expanded product offering

#### PROSPECTS AND OPPORTUNITIES

Solid growth anticipated for vending over the forecast period  
Vending expected to see increasing competition from convenience stores  
Smart vending set to continue to gain traction

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## Retail in China - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Boosting consumption remains a major challenge  
No clear boundary between online retailers and offline retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
618 Shopping Festival and Double 11 Shopping Festival  
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