

Supermarkets in China

March 2024

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Supermarkets in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth remains moderate for supermarkets

Shift to e-commerce hampers store-based sales, but offers opportunities

Players lower their prices and focus on fresh food

PROSPECTS AND OPPORTUNITIES

Growth momentum set to be limited for supermarkets over the forecast period

Potential in low-tier cities and for private label

Players likely to opt for smaller formats

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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

Shanghai May 5th Shopping Festival

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