



Small Local Grocers in China

March 2024

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Small Local Grocers in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers returns to growth as the pandemic ends
Outlet numbers continue to decline, and pre-pandemic level of sales not achieved
Small local grocers remains a highly fragmented channel

PROSPECTS AND OPPORTUNITIES

Small local grocers set to see value growth
Challenges to growth as younger generations prefer modern grocery retailers
More players will leverage digital tools to get ahead

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