



# 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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### 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

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

618 Shopping Festival and Double 11 Shopping Festival

Shanghai May 5th Shopping Festival

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