

Supermarkets in China

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Supermarkets in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets sees modest growth amidst evolving consumer behaviours in 2024 Move towards supply chain efficiency in supermarkets Players move online and focus on fresh food to remain competitive

PROSPECTS AND OPPORTUNITIES

Steady growth expected for supermarkets, with opportunities in lower-tier cities Competitive pressure from retail e-commerce will challenge the performance of supermarkets Polarisation may be seen in supermarkets

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Retail in 2024: The big picture Digital and social media initiatives drive retail growth Shifts in retail channels favour value-based retail and online sales What next for retail?

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