

Convenience Retailers in China

February 2025

Table of Contents

Convenience Retailers in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising sales for convenience retailers thanks to growth across China's lower-tier cities Adoption of artificial intelligence (AI) enhances operational efficiency and competitiveness Leaders in convenience retailers sustain their dominance despite competitive pressures

PROSPECTS AND OPPORTUNITIES

Strong growth forecast for convenience retailers in China over the next five years Strategic expansion into lower-tier cities set to drive growth Hours of operation and product portfolios likely to be extended

CHANNEL DATA

Table 1 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Sales in Convenience Retailers by Channel: Value 2019-2024
Table 4 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024
Table 5 - Convenience Retailers GBO Company Shares: % Value 2020-2024
Table 6 - Convenience Retailers GBN Brand Shares: % Value 2021-2024
Table 7 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024
Table 8 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 9 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 10 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029
Table 11 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Retail in China - Industry Overview

EXECUTIVE SUMMARY

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?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2024 Seasonality 618 Shopping Festival and Double 11 Shopping Festival Shanghai May 5th Shopping Festival

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024 Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024 Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024 Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024 Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024 Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024 Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 32 - Retail GBO Company Shares: % Value 2020-2024 Table 33 - Retail GBN Brand Shares: % Value 2021-2024 Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024 Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024 Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024 Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024 Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024 Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029 Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029 Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029 Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029 Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029 Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029 Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029 Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029 Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029 Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029 Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029 Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029 Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029 Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029 Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029 Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/convenience-retailers-in-china/report.