



# Convenience Retailers in China

March 2024

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## Convenience Retailers in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience retailers continues to see growth momentum in 2023

Concentration increases in convenience stores

Adoption of self-checkout accelerates

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Potential for growth in low-tier cities

Frozen food to gain more shelf space

Hours of operation likely to be extended

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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

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Seasonality

618 Shopping Festival and Double 11 Shopping Festival

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