



Euromonitor
International

Small Local Grocers in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth maintained in small local grocers amidst post-COVID-19 shifts
Small local grocers continues to play a crucial role in China's retail landscape
Small local grocers remains highly fragmented

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Slow and stable growth expected to be maintained for small local grocers in China over the forecast period
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More players will leverage digital tools to get ahead

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