

Supermarkets in China

March 2024

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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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Boosting consumption remains a major challenge
No clear boundary between online retailers and offline retailers
What next for retail?

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