

Small Local Grocers in China

March 2024

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Small Local Grocers in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers returns to growth as the pandemic ends Outlet numbers continue to decline, and pre-pandemic level of sales not achieved Small local grocers remains a highly fragmented channel

PROSPECTS AND OPPORTUNITIES

Small local grocers set to see value growth Challenges to growth as younger generations prefer modern grocery retailers More players will leverage digital tools to get ahead

CHANNEL DATA

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Retail in China - Industry Overview

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Retail in 2023: The big picture Boosting consumption remains a major challenge No clear boundary between online retailers and offline retailers What next for retail?

OPERATING ENVIRONMENT

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