Convenience Retailers in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Convenience stores prove resilient in the face of ongoing COVID-19 restrictions
Meiyijia surpasses Easy Joy to become the largest chain of convenience retailers
Lawson expands its geographic coverage through acquisition

PROSPECTS AND OPPORTUNITIES
Loosening of COVID-19 restrictions will have a positive impact on convenience retailers
Lower-tier cities offer vast potential for growth in the future

CHANNEL DATA
Table 1 - Convenience Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 2 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 3 - Sales in Convenience Retailers by Channel: Value 2017-2022
Table 4 - Sales in Convenience Retailers by Channel: % Value Growth 2017-2022
Table 5 - Convenience Retailers GBO Company Shares: % Value 2018-2022
Table 6 - Convenience Retailers GBN Brand Shares: % Value 2019-2022
Table 7 - Convenience Retailers LBN Brand Shares: Outlets 2019-2022
Table 8 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 9 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 10 - Forecast Sales in Convenience Retailers by Channel: Value 2022-2027
Table 11 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2022-2027

Retail in China - Industry Overview

EXECUTIVE SUMMARY
Retail in 2022: The big picture
Social commerce continues to gain traction
Evolving role of physical stores
What next for retail?

OPERATING ENVIRONMENT
Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2022
Seasonality
618 Shopping Festival
11.11 Shopping Festival

MARKET DATA
Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 14 - Sales in Retail Offline by Channel: Value 2017-2022
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 16 - Retail Offline Outlets by Channel: Units 2017-2022
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 18 - Sales in Retail E-Commerce by Product: Value 2017-2022
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 22 - Sales in Grocery Retailers by Channel: Value 2017-2022
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](http://www.euromonitor.com/convenience-retailers-in-china/report).