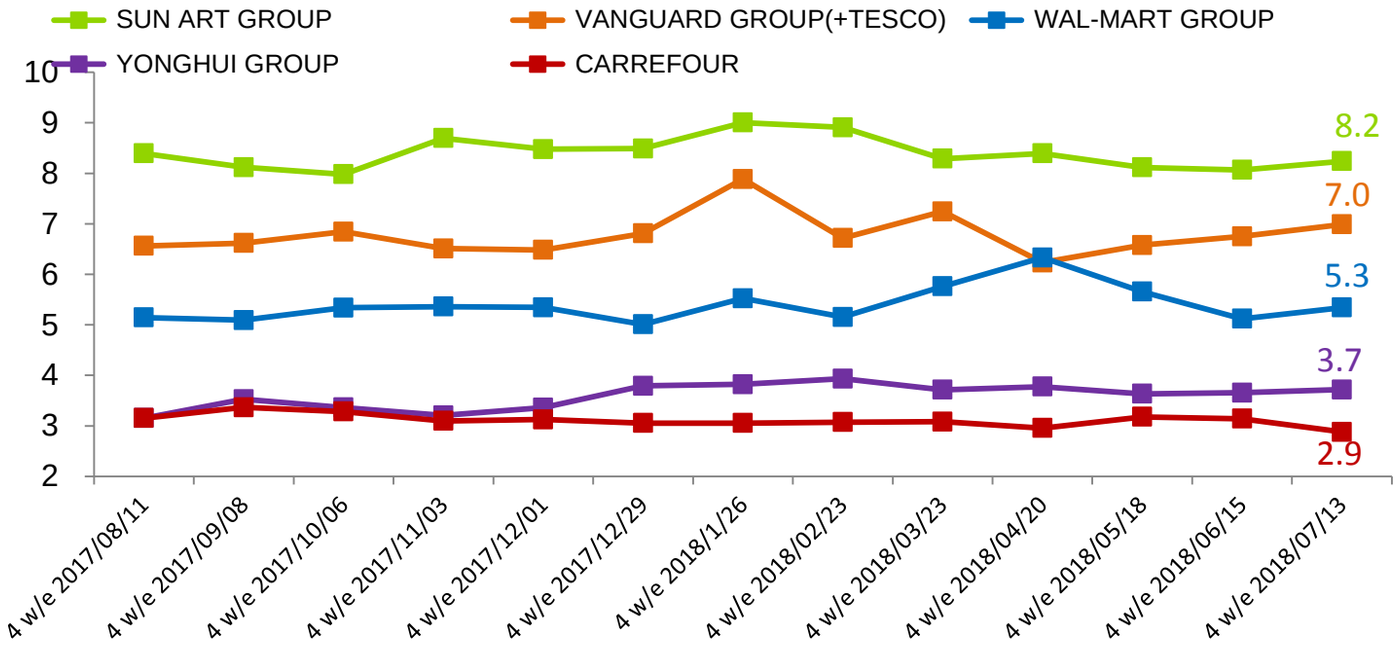
August. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

Value Share (%) within Modern Trade – National China D+



Top 3 retailer groups saw share growth in the latest 4 weeks covering '618' shopping festival.

12 week KPI performance vs. last year for top 5 groups

12 w/e P7 2018 vs 12w/e P7 2017: Penetration vs Trip Spend vs Frequency – National China D+

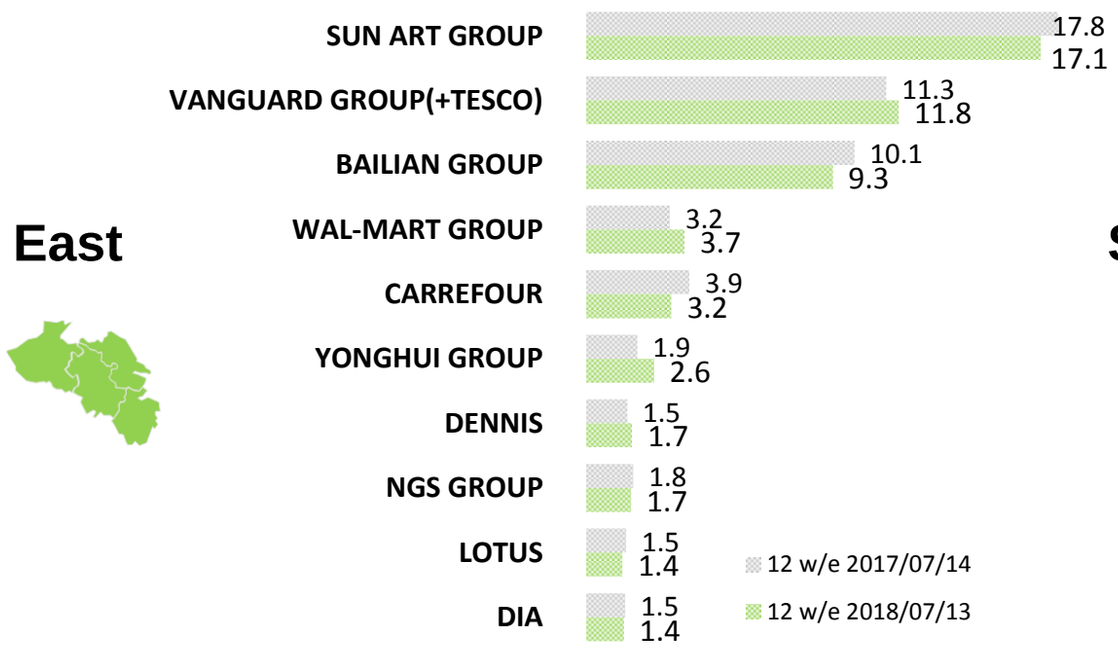
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.0%	-0.4%	93.8 RMB	+0.6%	4.2 trips	-2.4%
Vanguard 华润万家 / 乐购	13.7%	-1.7%	90.9 RMB	+5.4%	4.4 trips	+0.9%
Walmart 中国	12.6%	-1.5%	98.7 RMB	+1.7%	3.5 trips	+4.8%
永辉超市 YONGHUI SUPERSTORES	9.3%	+13.4%	76.5 RMB	+3.0%	4.2 trips	-1.6%
Carrefour	7.7%	-9.4%	99.3 RMB	+2.0%	3.2 trips	-2.3%

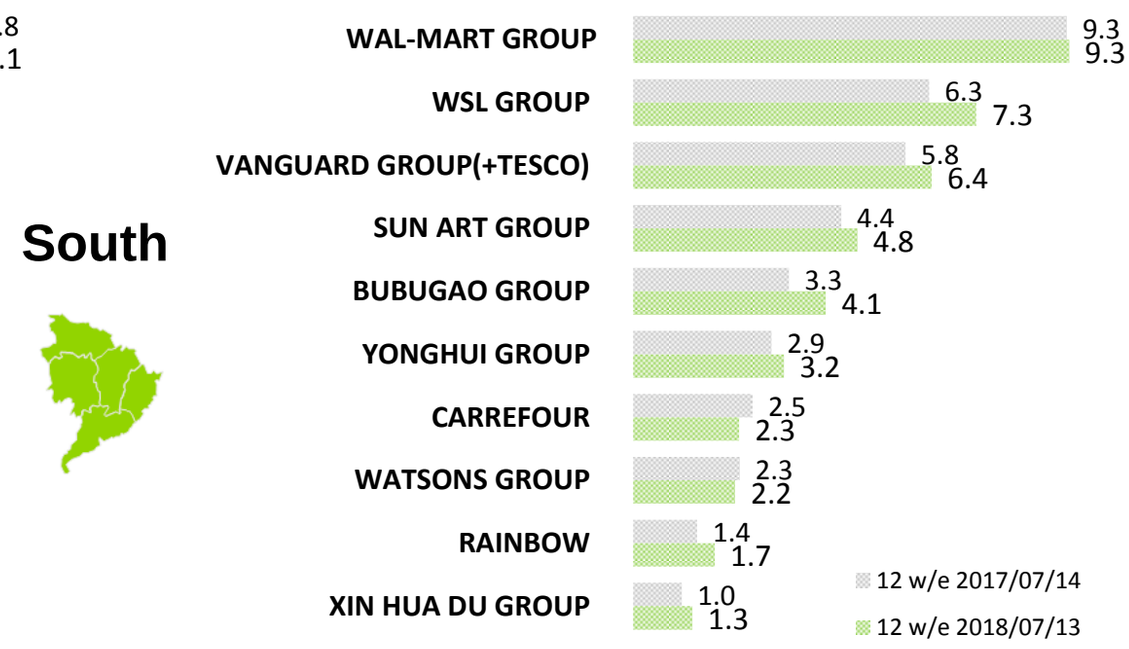
Vanguard Group enjoyed the biggest uplift on basket size, while Walmart grew through more shopping trips.

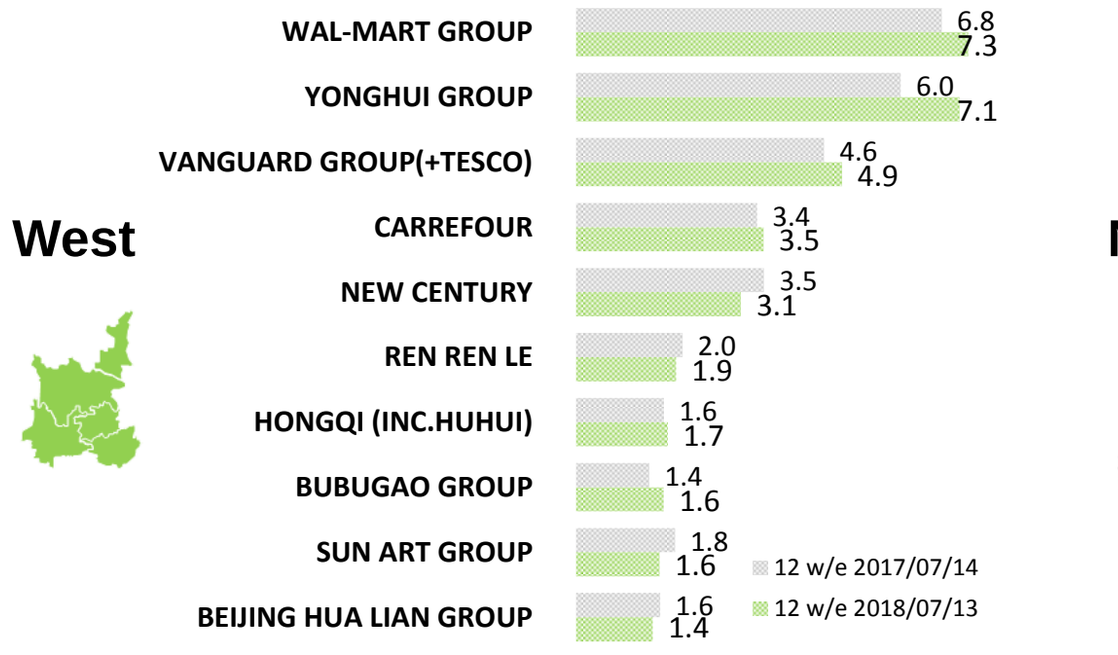
Carrefour continued to experience weakness in penetration compared with last year.

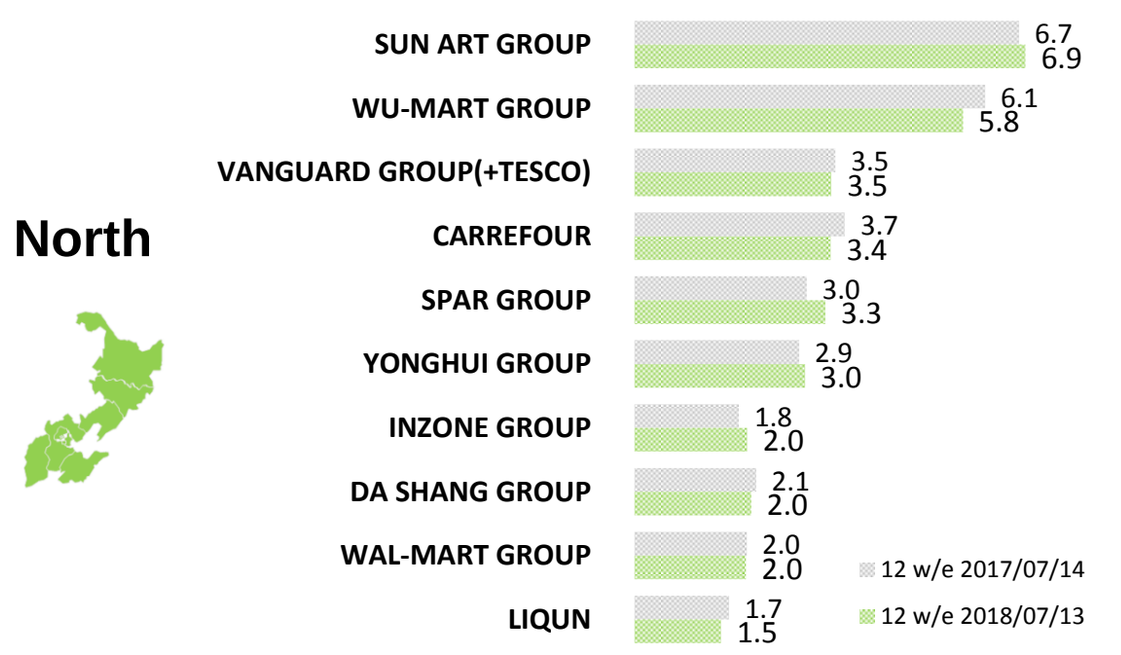
12 week share tracking of top 10 retail groups in four regions

Vanguard Group advanced in most regions. WSL continued to strengthen its No.2 position in the South.









SUN ART Group includes Auchan and RT-Mart; WAL-MART Group includes Wal-Mart, Trust-mart, Sam's Club; VANGUARD GROUP includes Vanguard, Ole, Huarun SG, Hongkelong, TESCO; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. Bubugao Group includes Bubugao, Nancheng. Hongqi Group includes Hongqi and Huhui. Watsons Group includes Parknshop, Watsons, Taste

© Kantar Worldpanel