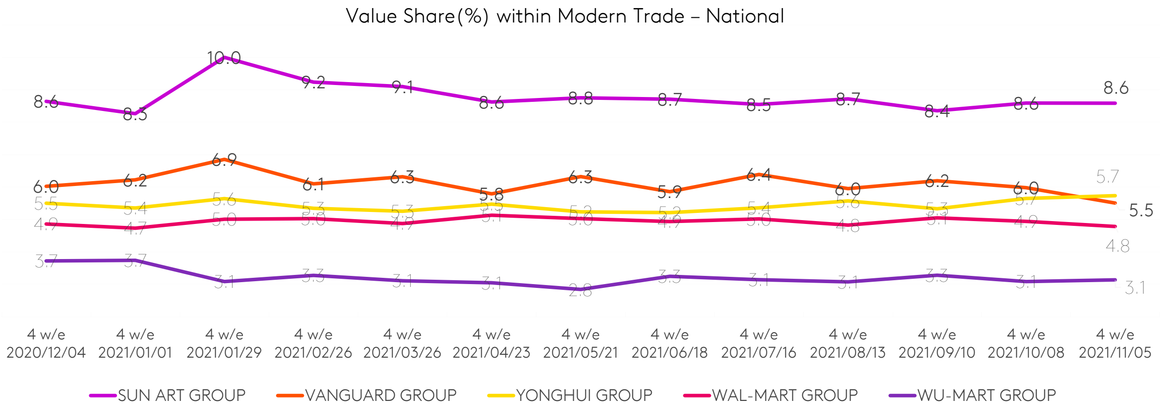
Retail Snapshot

December | 2021

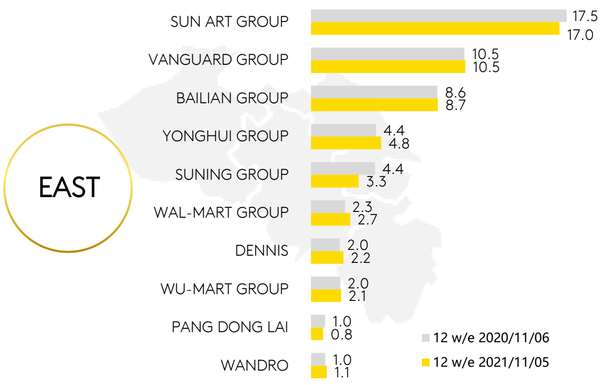
4 week share tracking of top 5 retail groups

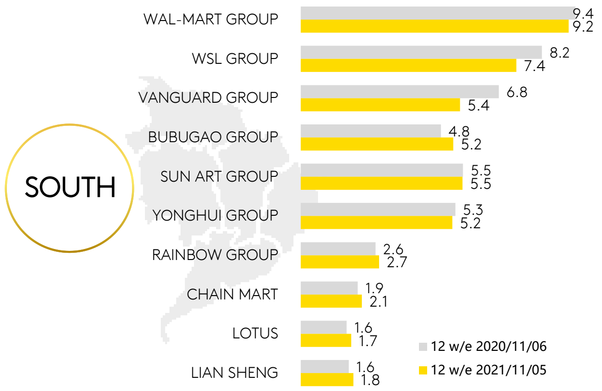


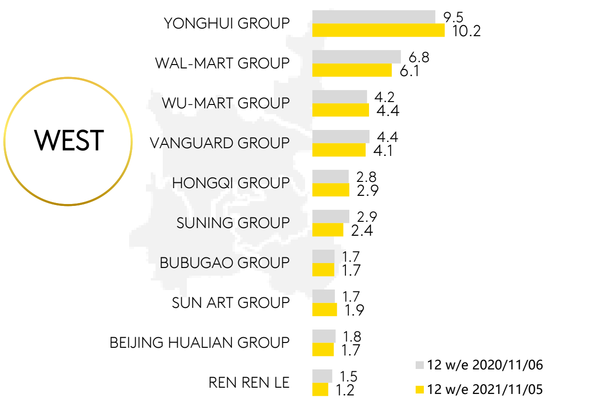
12 week KPI performance vs. last year for top 5 groups

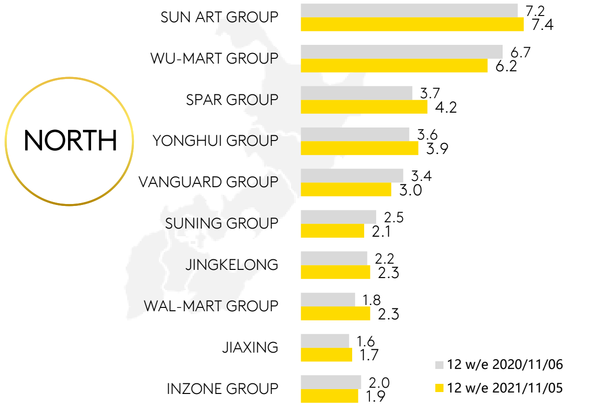
	More shoppers?		Higher value baskets? (RMB)		More trips?		Higher SRP? (million)	
SUN ART GROUP	15.6%	-0.8pt	97.7	0.7%	4.2	-0.4%	123.9	-2.4%
VANGUARD GROUP	10.7%	-1.8pt	99.5	6.7%	4.1	-2.7%	84.3	-14.4%
YONGHUI GROUP	11.5%	-0.7pt	89.8	6.0%	4.0	1.5%	88.3	-1.7%
WAL-MART GROUP	9.8%	-0.9pt	111.3	7.3%	3.4	-0.8%	63.0	-6.6%
WU-MART GROUP	5.1%	-0.8pt	100.1	6.5%	4.6	2.0%	45.0	-9.6%

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









NOTE: **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; **SUNING Group** includes SUNING CVS, DIA, CARREFOUR, OK CVS; **WU-MART Group** includes Wu-mart, Metro, Chongbai, Chongkelongand New century; **YONGHUI GROUP** includes Parknshop YH Bravo and Taste.

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Data Source: Kantar Worldpanel China - Based on FMCG Market Modern Trade (Hyper + Super + CVS)