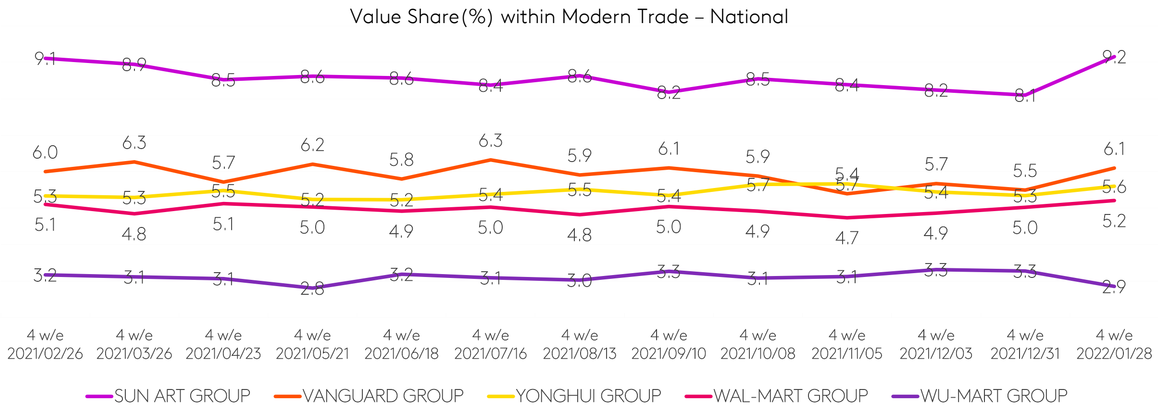
# Retail Snapshot
P1 | 2022

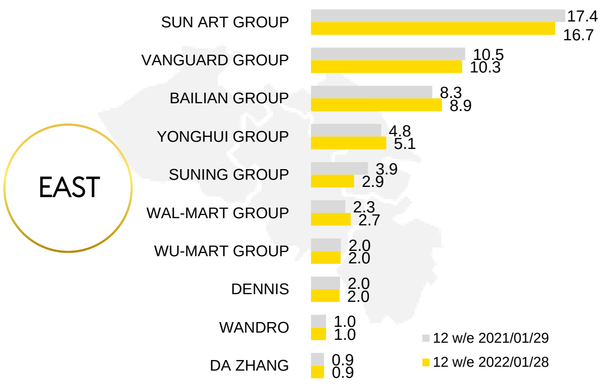
## 4 week share tracking of top 5 retail groups

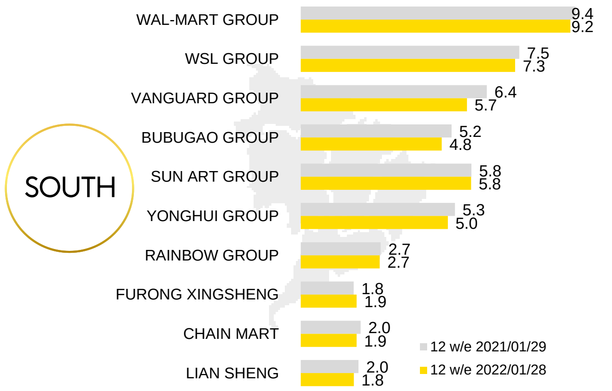


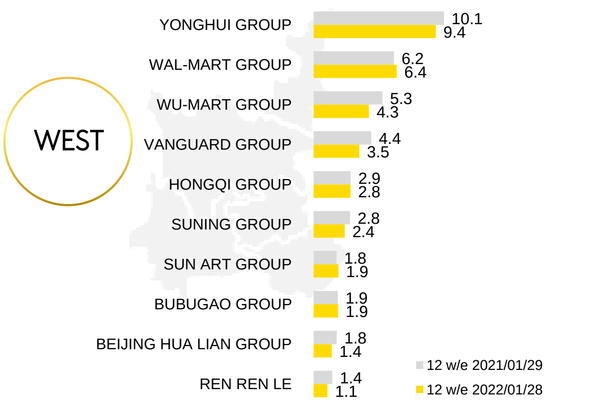

## 12 week KPI performance vs. last year for top 5 groups

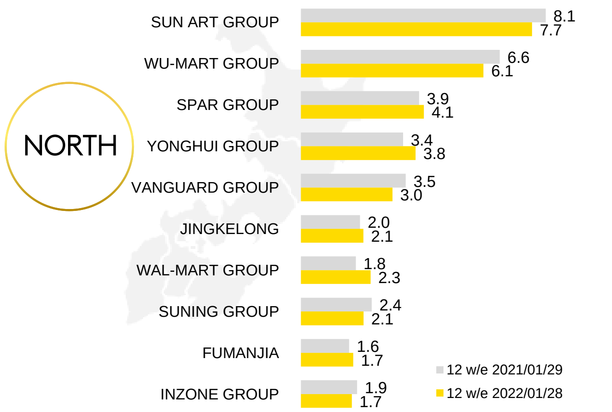
| | More shoppers? | | Higher value baskets? ( RMB ) | | More trips? | | Higher SRP? ( million ) | |
|---|---|---|---|---|---|---|---|---|
| SUN ART GROUP | 15.9% | -0.6pt | 112.9 | 5.7% | 4.1 | -5.1% | 125.0 | -2.7% |
| VANGUARD GROUP | 10.5% | -1.5pt | 117.4 | 11.9% | 4.0 | -6.1% | 81.4 | -15.5% |
| YONGHUI GROUP | 11.7% | -0.5pt | 100.1 | 6.9% | 4.0 | 2.5% | 90.4 | -3.2% |
| WAL-MART GROUP | 10.5% | 0.1pt | 127.7 | 10.6% | 3.2 | -5.9% | 65.2 | -2.0% |
| WU-MART GROUP | 5.2% | -0.4pt | 112.7 | 0.2% | 4.6 | -2.8% | 45.9 | -6.9% |

## 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. **Kantar Worldpanel expanded fast moving consumption goods categories coverage from 2022.** Changes may lead to inconsistencies with previous year's data. New categories include flour, seaweed, Chinese noodle, sachima/baked bran, laundry sheet/tablets, nuts, vinegar, rice, dried vegie and fruit, Chinese sauce and water purifier filter.

**KANTAR WORLDPANEL**
A CTR SERVICE IN CHINA

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