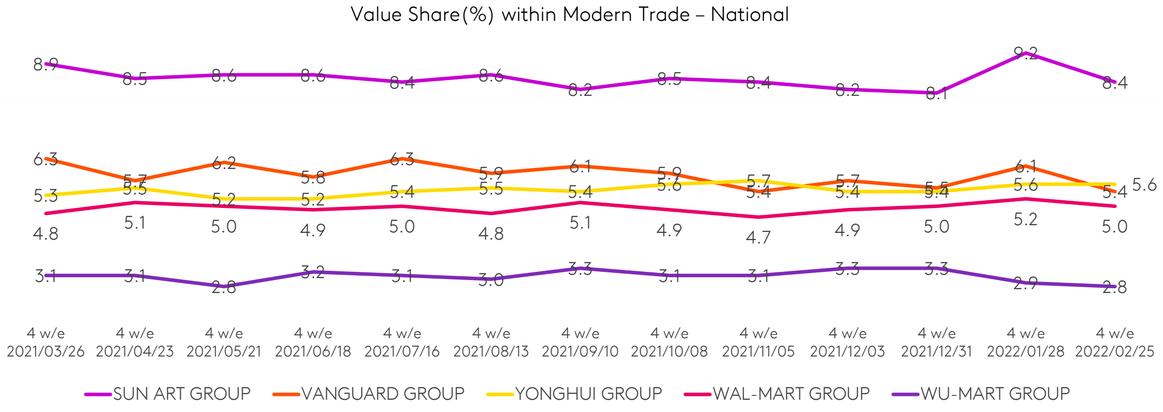
Retail Snapshot
P2 | 2022

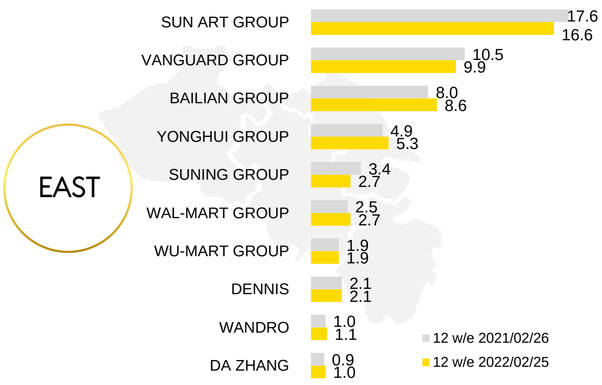
4 week share tracking of top 5 retail groups

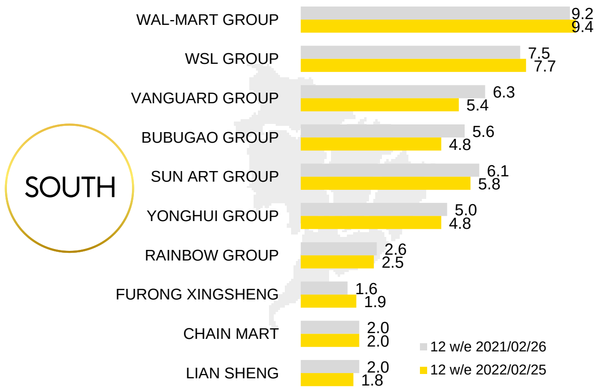


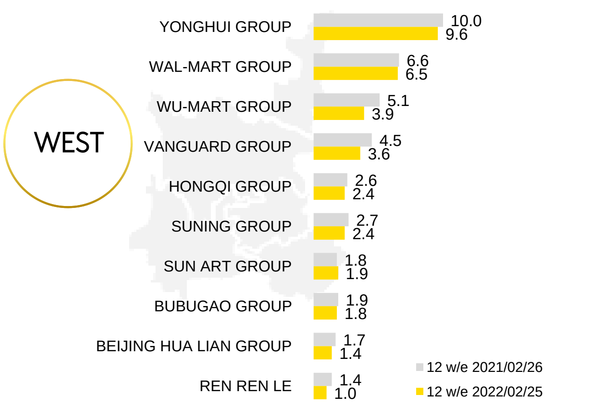
12 week KPI performance vs. last year for top 5 groups

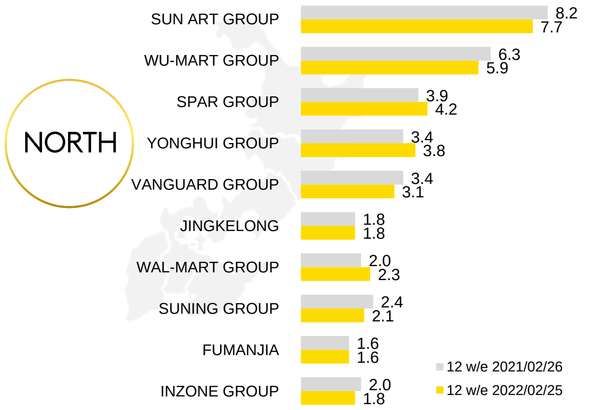
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	16.5%	-0.7pt	120.8	0.8%	4.1	-5.0%	129.8	-5.6%
VANGUARD GROUP	10.9%	-1.3pt	124.8	7.0%	3.9	-8.3%	83.0	-15.5%
YONGHUI GROUP	12.3%	-0.1pt	106.6	4.2%	4.0	-4.1%	94.7	-1.9%
WAL-MART GROUP	10.8%	-0.2pt	138.1	6.9%	3.2	-5.3%	67.2	-3.5%
WU-MART GROUP	5.2%	-0.4pt	116.0	-3.6%	4.6	-3.0%	46.5	-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. **SRP(Shopper Reach Point)**= Buyers * frequency.

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