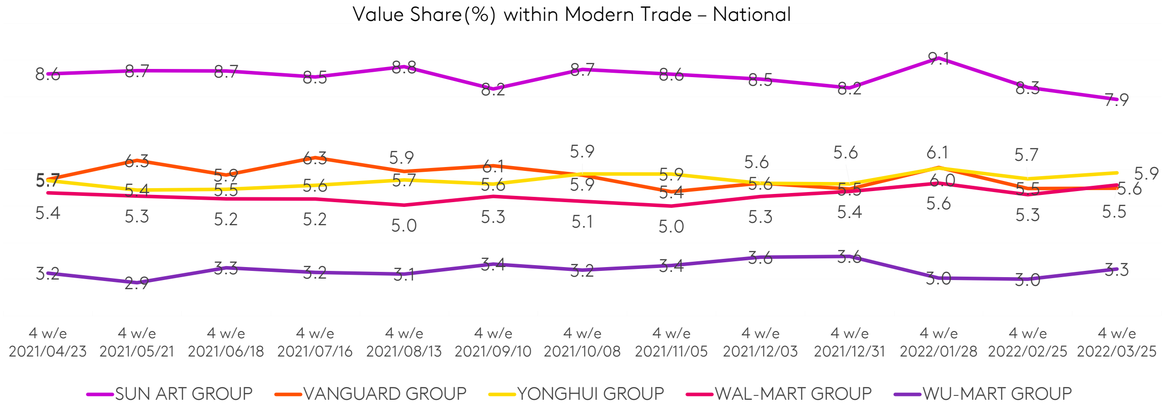
Retail Snapshot
P3 | 2022

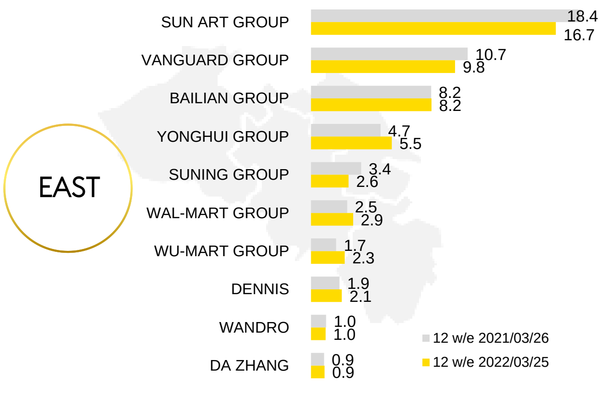
4 week share tracking of top 5 retail groups

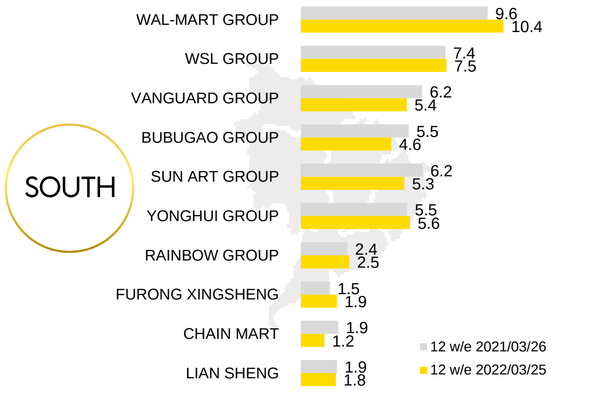


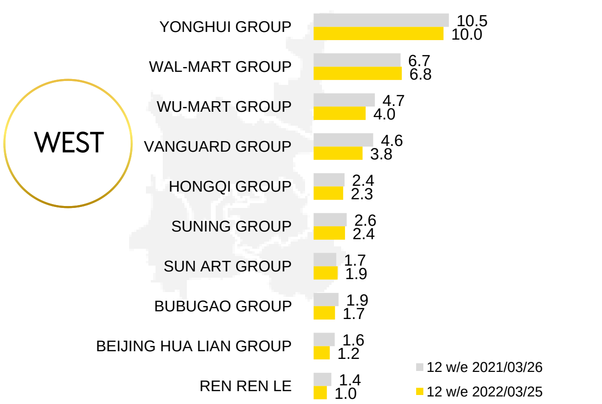
12 week KPI performance vs. last year for top 5 groups

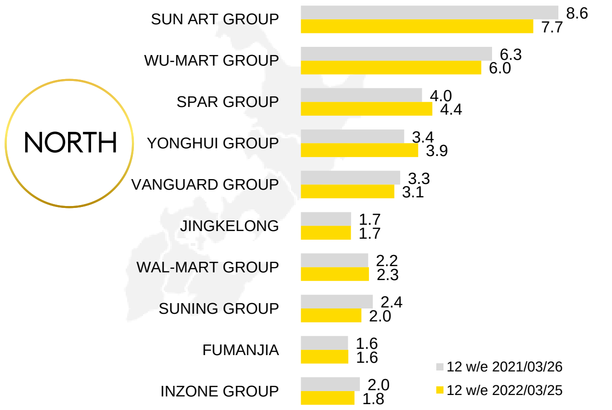
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	16.1%	-1.3pt	118.2	-1.7%	4.1	-3.1%	130.3	-7.2%
VANGUARD GROUP	11.0%	-1.3pt	125.0	6.3%	3.8	-7.9%	83.1	-14.6%
YONGHUI GROUP	12.9%	0.2pt	106.1	4.3%	4.0	-2.9%	101.6	2.1%
WAL-MART GROUP	11.0%	0.0pt	141.2	7.8%	3.3	-2.9%	71.2	0.5%
WU-MART GROUP	5.3%	-0.3pt	117.6	3.1%	4.6	-2.3%	48.1	-4.7%

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
A CTR SERVICE IN CHINA

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