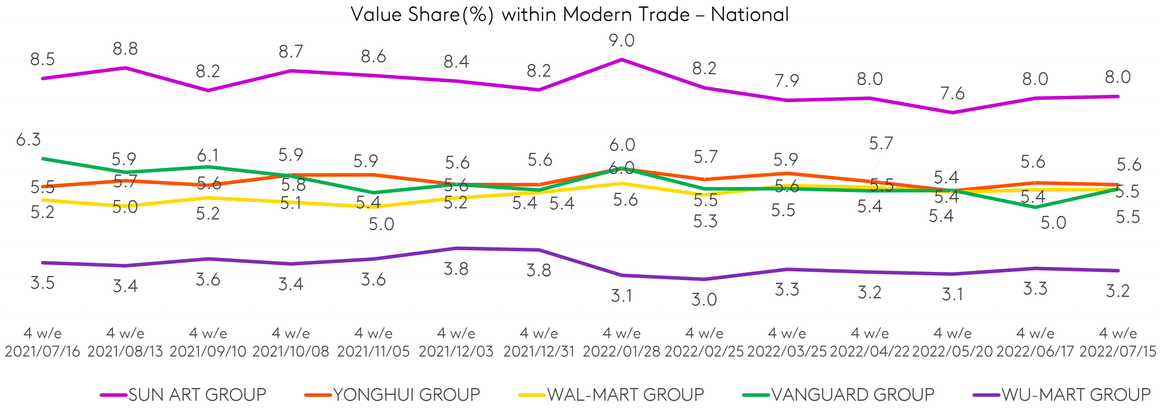
Retail Snapshot
P7 | 2022

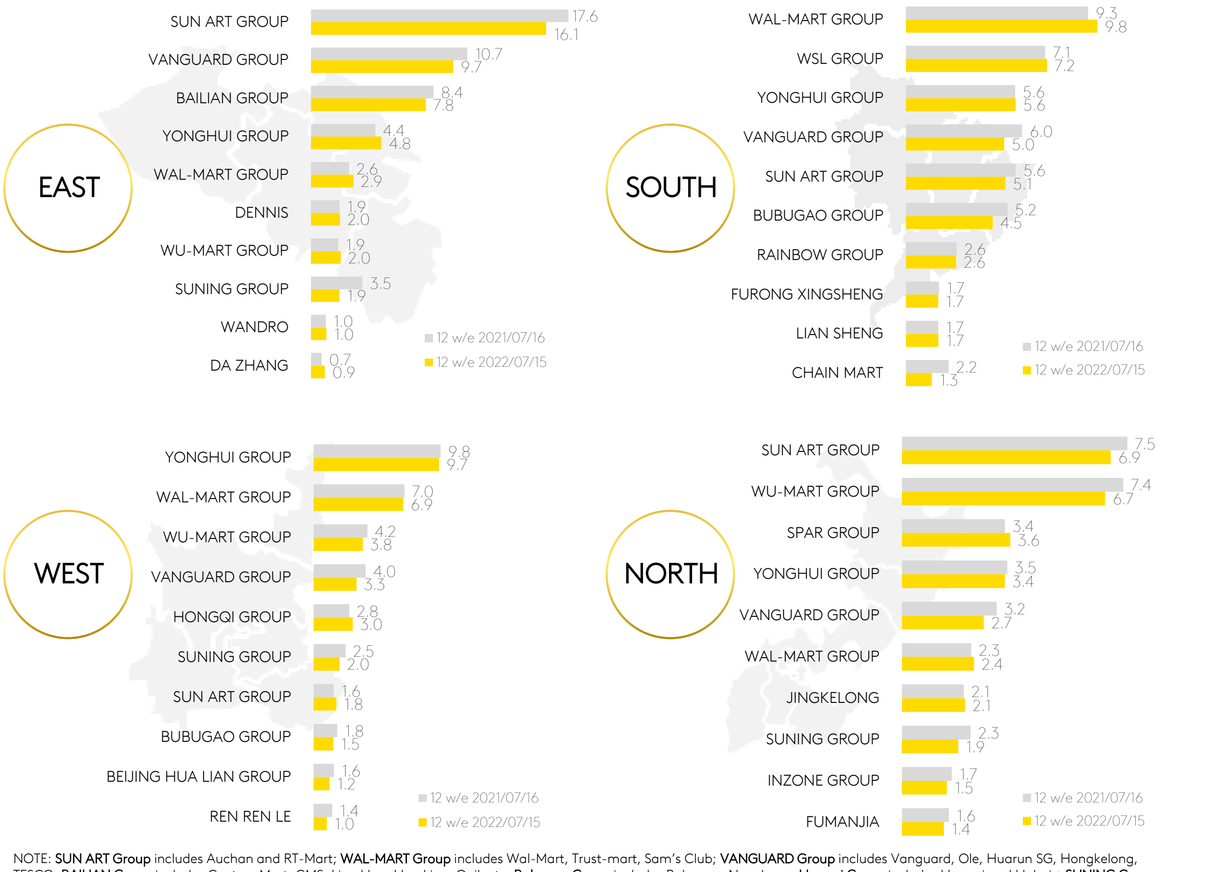
4 week share tracking of top 5 retail groups



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

	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.6%	-1.3pt	101.2	-0.4%	4.2	-2.3%	121.2	-6.8%
YONGHUI GROUP	12.0%	0.1pt	91.3	1.5%	4.0	-2.5%	95.1	2.1%
WAL-MART GROUP	9.9%	-0.5pt	127.1	9.5%	3.4	-1.6%	66.8	-2.6%
VANGUARD GROUP	9.7%	-1.5pt	109.4	4.4%	4.0	-5.7%	75.7	-15.4%
WU-MART GROUP	5.0%	-0.4pt	105.7	5.8%	4.8	-5.0%	47.7	-8.0%

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.

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