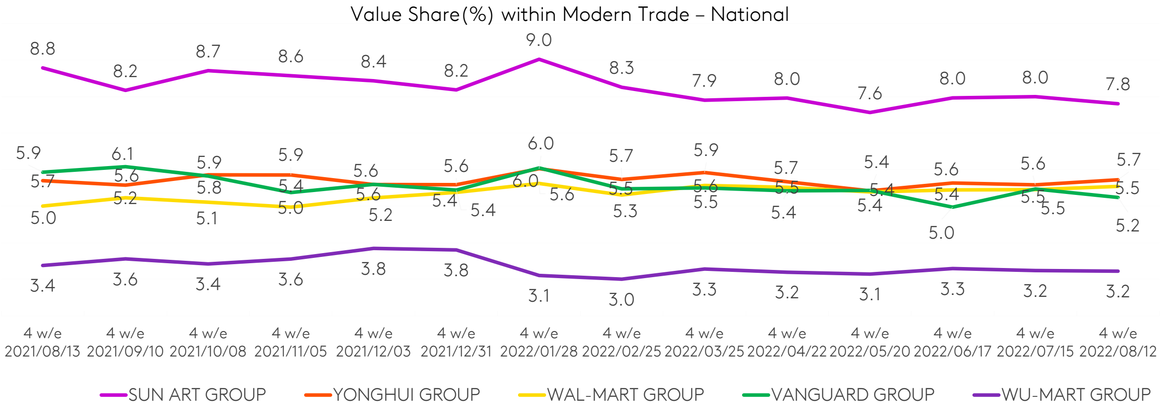
Retail Snapshot
P8 | 2022

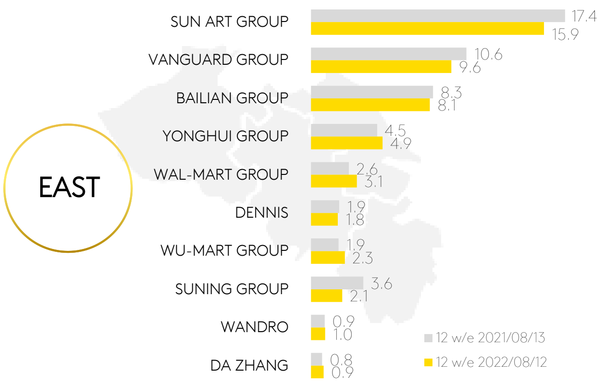
4 week share tracking of top 5 retail groups

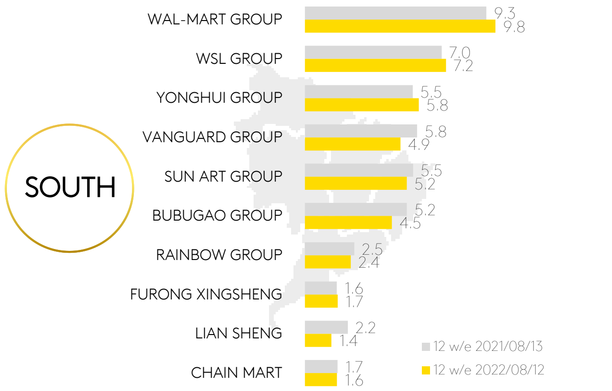


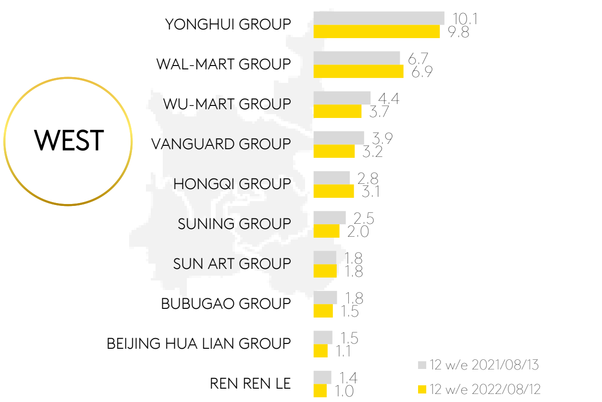
12 week KPI performance vs. last year for top 5 groups

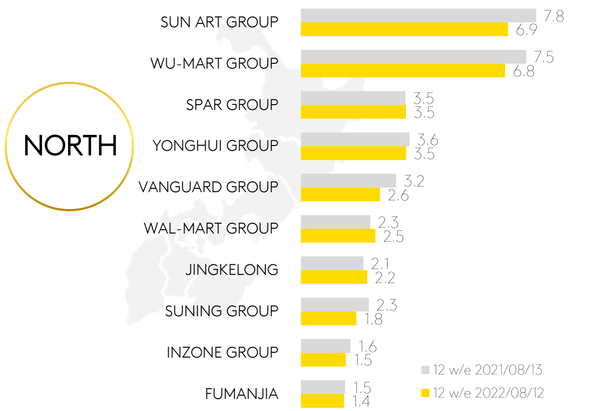
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.9%	-1.1pt	99.3	-0.6%	4.2	-2.8%	124.2	-6.2%
YONGHUI GROUP	12.0%	0.2pt	91.6	1.8%	4.1	-3.4%	96.1	1.7%
WAL-MART GROUP	9.8%	-0.4pt	126.4	9.4%	3.5	0.1%	67.5	-0.2%
VANGUARD GROUP	9.7%	-1.3pt	108.2	4.9%	3.9	-8.1%	75.2	-15.7%
WU-MART GROUP	5.0%	-0.4pt	109.7	8.1%	4.7	-8.2%	46.1	-11.9%

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)