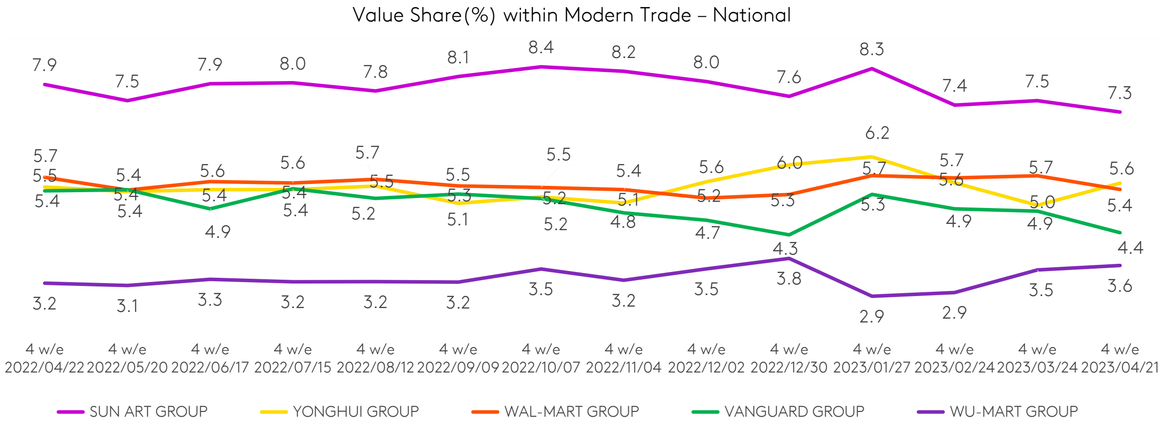
Retail Snapshot
P4 | 2023

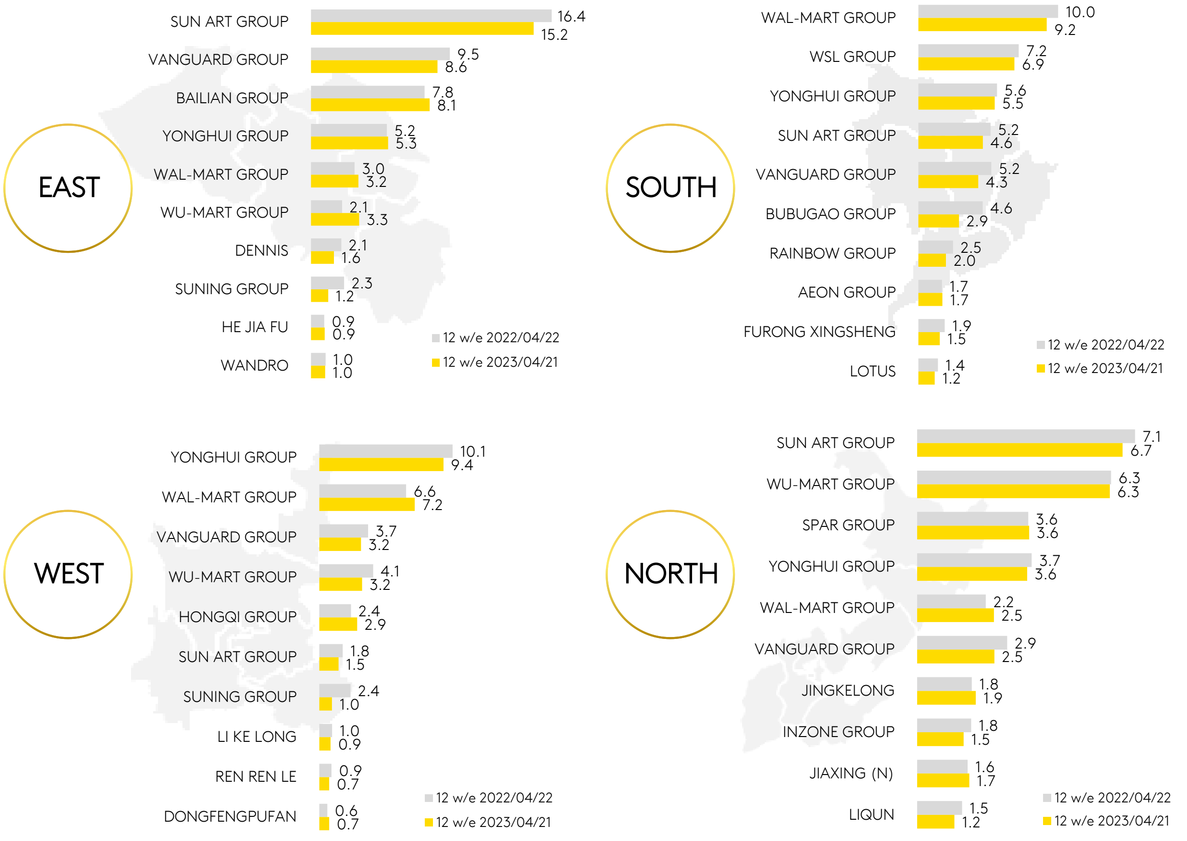
4 week share tracking of top 5 retail groups



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

	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.0%	-1.4pt	106.1	-6.5%	4.0	-3.1%	113.2	-9.9%
YONGHUI GROUP	11.7%	-1.0pt	101.9	0.9%	3.8	-7.2%	89.3	-12.4%
WAL-MART GROUP	10.4%	-0.3pt	131.5	-4.0%	3.2	-5.5%	66.4	-5.5%
VANGUARD GROUP	9.3%	-1.4pt	112.2	-6.0%	3.7	-5.5%	68.5	-15.3%
WU-MART GROUP	4.7%	-0.6pt	127.7	12.7%	4.5	-4.4%	42.2	-13.8%

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)