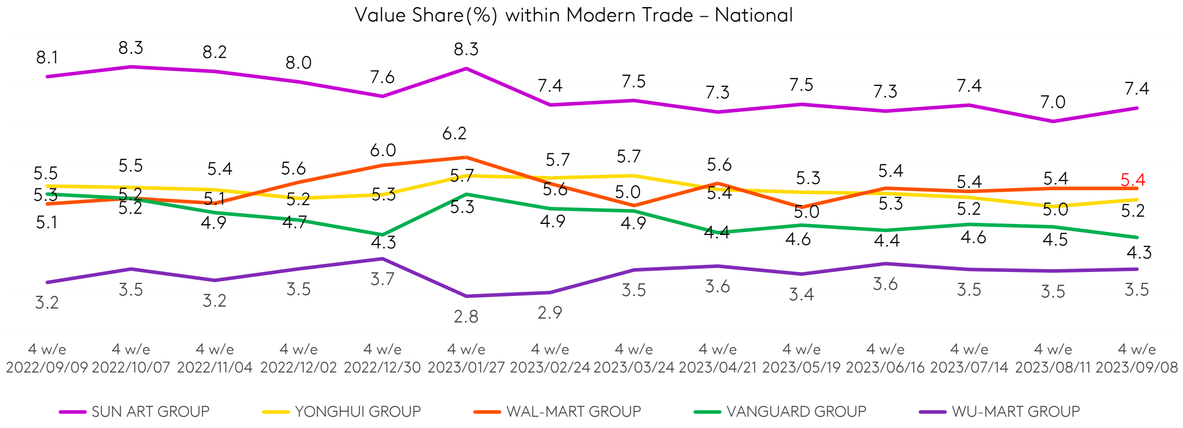
# Retail Snapshot
P9 | 2023

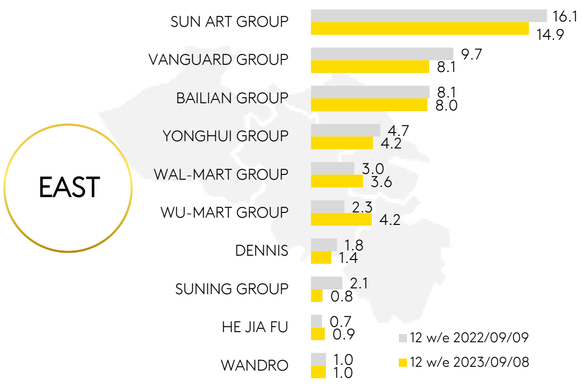
## 4 week share tracking of top 5 retail groups

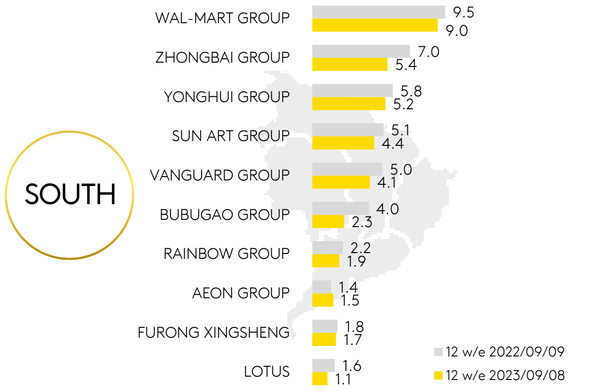


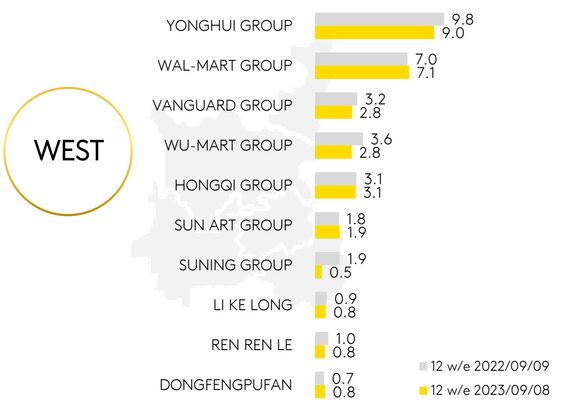

## 12 week KPI performance vs. last year for top 5 groups

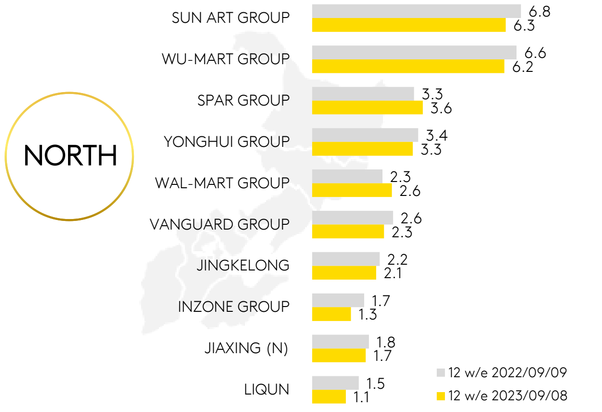
| | Penetration | | Spend per trip (RMB) | | Frequency | | SRP (million) | |
|---|---|---|---|---|---|---|---|---|
| SUN ART GROUP | 13.8% | -1.1pt | 101.7 | 0.4% | 4.0 | -5.0% | 112.5 | -9.9% |
| YONGHUI GROUP | 11.2% | -0.9pt | 92.6 | 1.4% | 3.9 | -5.7% | 87.0 | -10.2% |
| WAL-MART GROUP | 9.7% | -0.1pt | 131.2 | 4.4% | 3.3 | -4.8% | 64.8 | -3.4% |
| VANGUARD GROUP | 8.8% | -1.1pt | 106.9 | -3.7% | 3.7 | -5.8% | 65.4 | -14.0% |
| WU-MART GROUP | 4.5% | -0.3pt | 131.1 | 18.0% | 4.6 | -4.4% | 41.7 | -8.5% |

## 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)