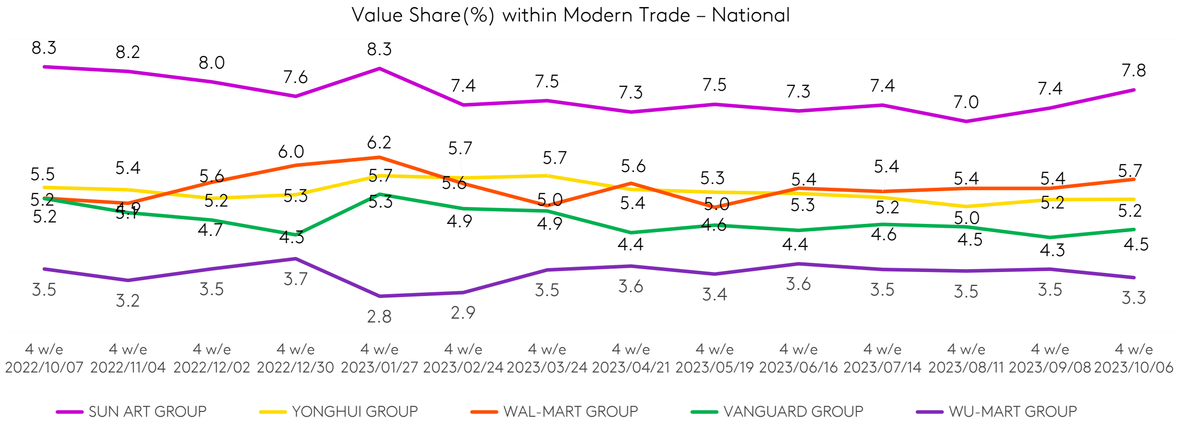
Retail Snapshot

P10 | 2023

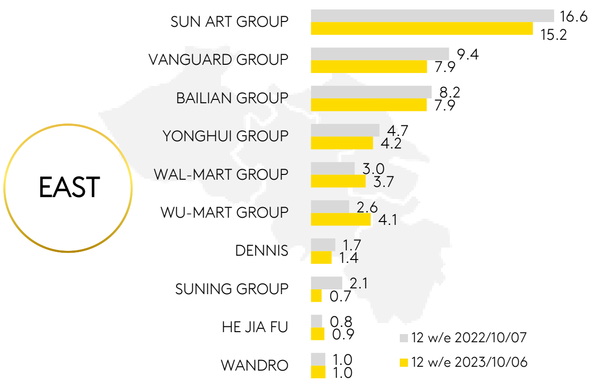
4 week share tracking of top 5 retail groups

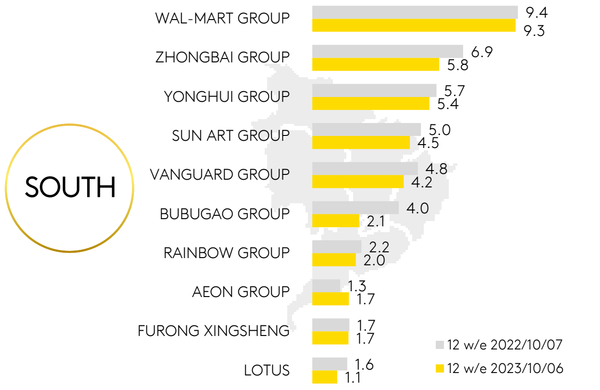


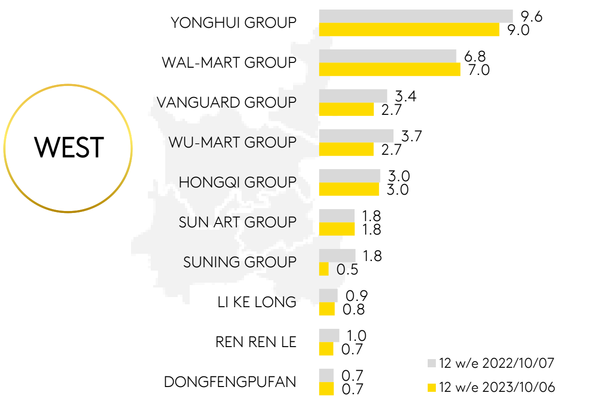
12 week KPI performance vs. last year for top 5 groups

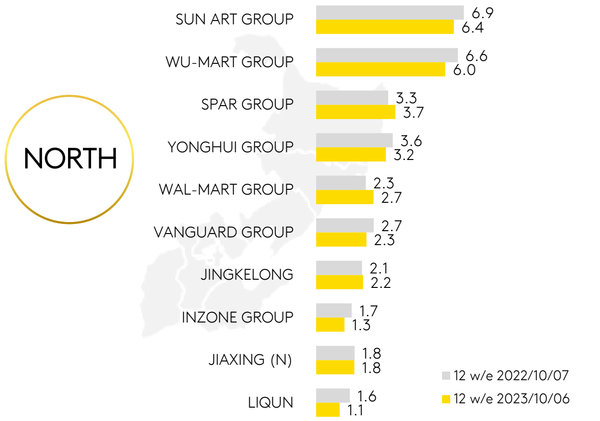
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.0%	-1.0pt	105.6	0.0%	4.0	-4.8%	112.3	-9.0%
YONGHUI GROUP	11.3%	-0.5pt	94.4	-0.5%	3.8	-5.9%	86.7	-7.8%
WAL-MART GROUP	10.0%	0.0pt	134.7	5.0%	3.3	-3.5%	65.5	-0.7%
VANGUARD GROUP	8.9%	-1.1pt	107.9	-5.0%	3.6	-4.1%	65.4	-12.0%
WU-MART GROUP	4.6%	-0.4pt	133.8	13.7%	4.4	-5.1%	40.8	-9.6%

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.

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