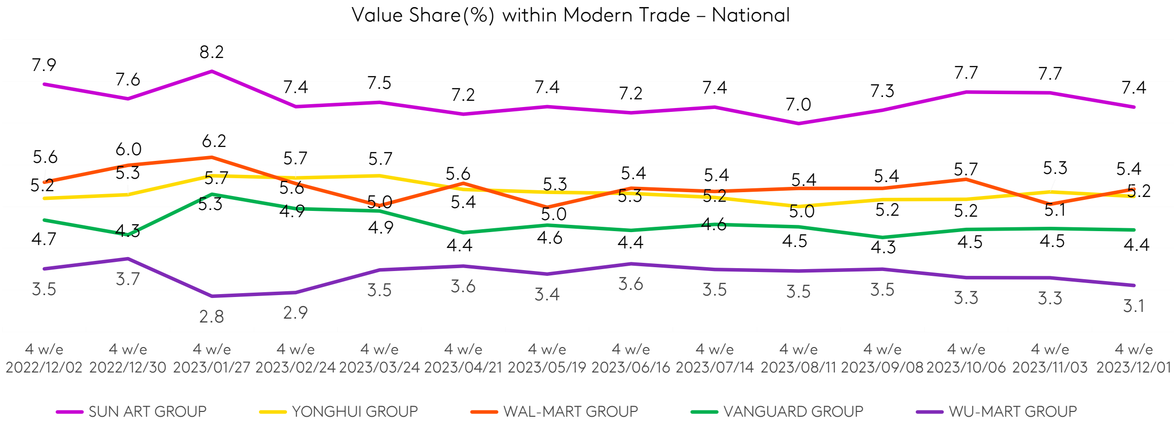
Retail Snapshot

P12 | 2023

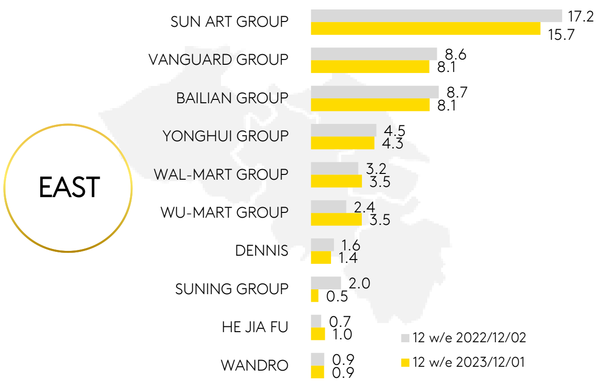
4 week share tracking of top 5 retail groups

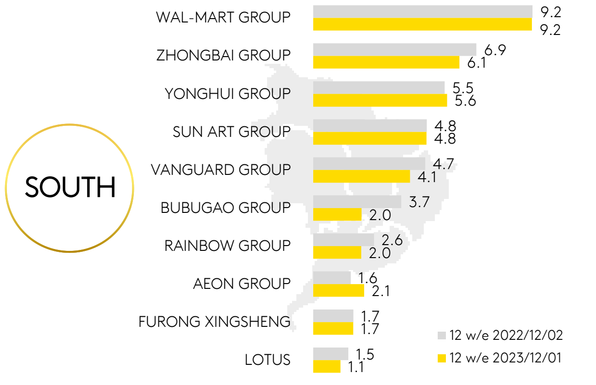


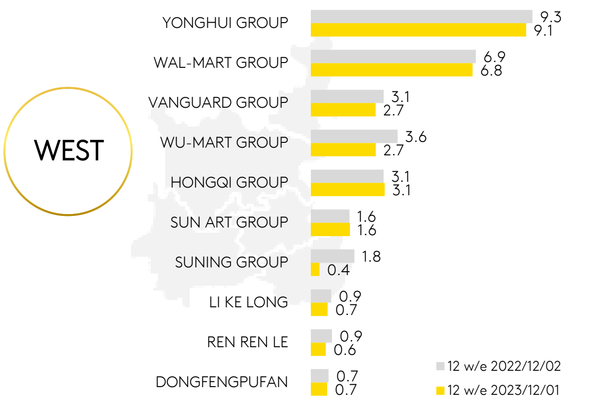
12 week KPI performance vs. last year for top 5 groups

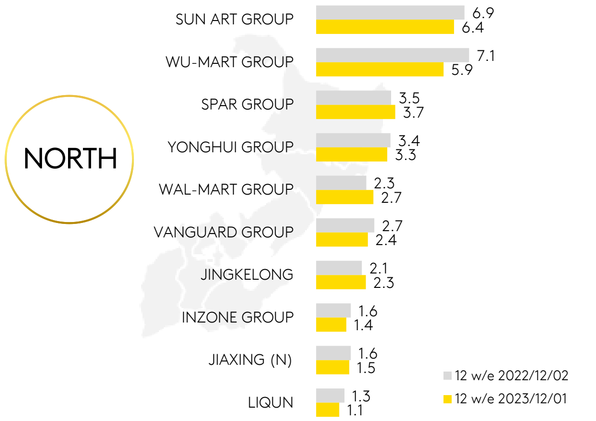
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	13.6%	-0.7pt	110.3	1.9%	4.0	-3.5%	110.1	-5.7%
YONGHUI GROUP	11.2%	-0.2pt	98.6	1.6%	3.8	-1.5%	84.9	-0.9%
WAL-MART GROUP	9.8%	0.0pt	137.5	5.5%	3.2	-3.7%	62.4	-0.8%
VANGUARD GROUP	8.6%	-0.7pt	112.3	1.3%	3.6	-3.3%	63.2	-8.2%
WU-MART GROUP	4.6%	-0.3pt	129.6	11.4%	4.3	-8.6%	39.7	-12.7%

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, TESCO; **BAILIAN Group** includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. **Bubugao Group** includes Bubugao, Nancheng. **SUNING Group** includes SUNING CVS, DIA, CARREFOUR, OK CVS; **WU-MART Group** includes Wu-mart, Metro, Chongbai and 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)