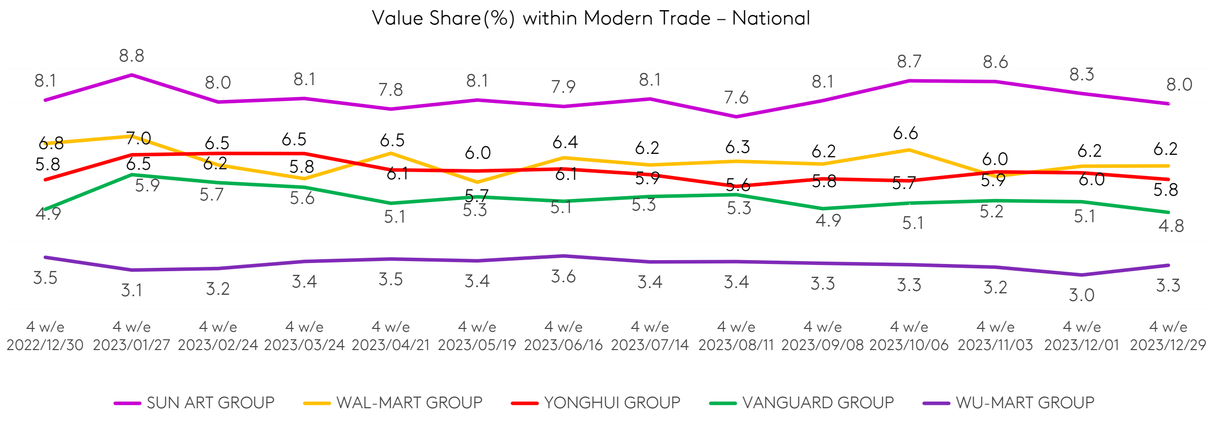
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Retail Snapshot | China
2023P13

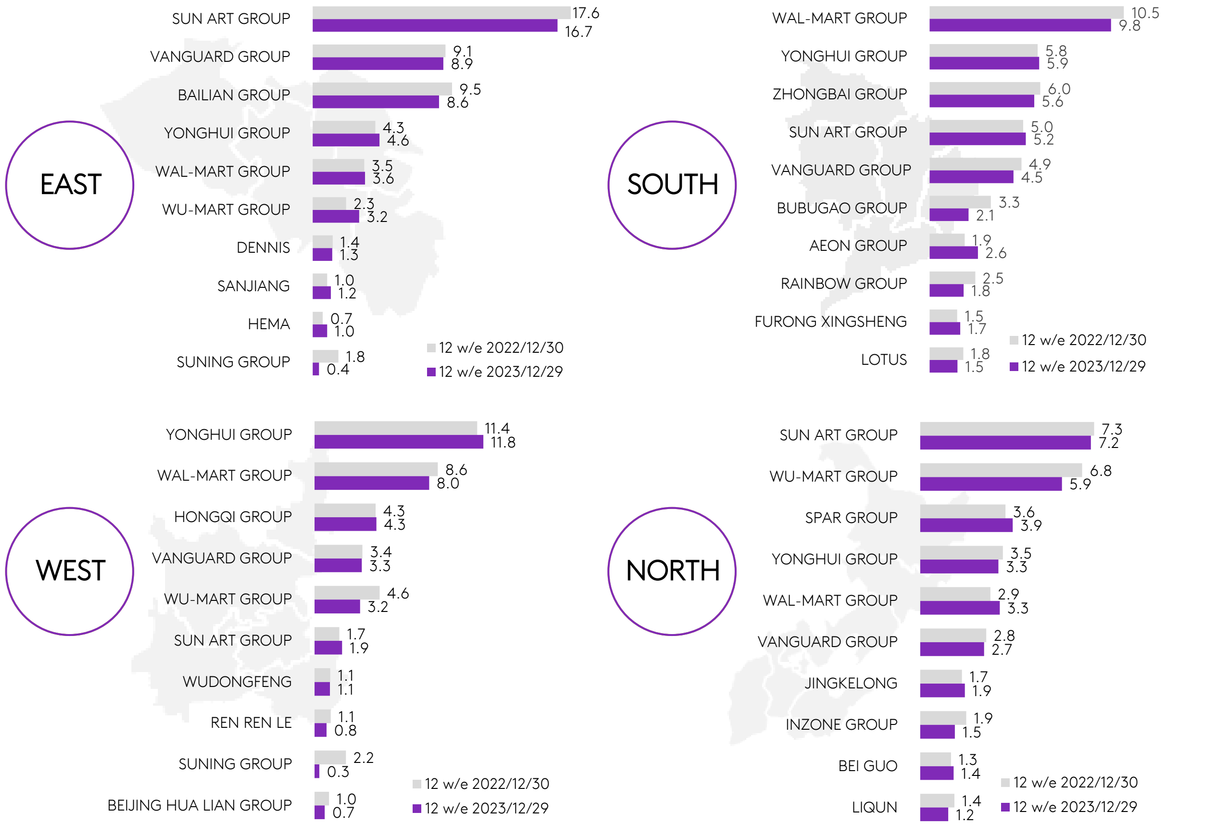
4 week share tracking of top 5 retail groups



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

	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.2%	-0.5pt	107.4	2.4%	4.1	0.3%	118.6	-0.5%
WAL-MART GROUP	10.8%	0.2pt	131.0	0.0%	3.2	-3.4%	71.1	0.6%
YONGHUI GROUP	12.4%	0.4pt	94.3	-0.2%	3.8	0.6%	96.3	6.7%
VANGUARD GROUP	9.6%	-0.5pt	109.1	4.1%	3.6	-1.4%	70.9	-3.6%
WU-MART GROUP	4.8%	-0.3pt	118.4	8.2%	4.2	-6.4%	41.1	-9.2%

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. **HEMA** includes Hema MINI , Hema X Club, HEMA Outlets, Hema Premier **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)