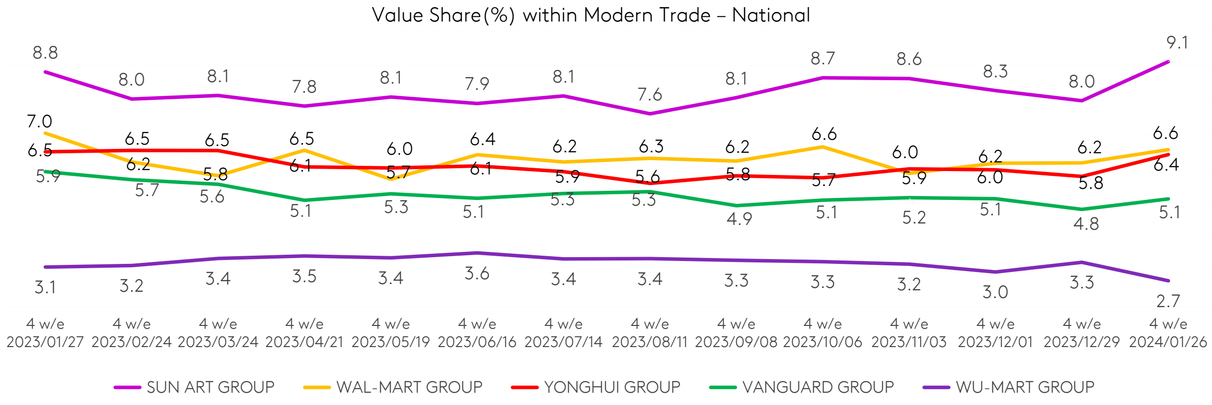
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Retail Snapshot | China
2024P1

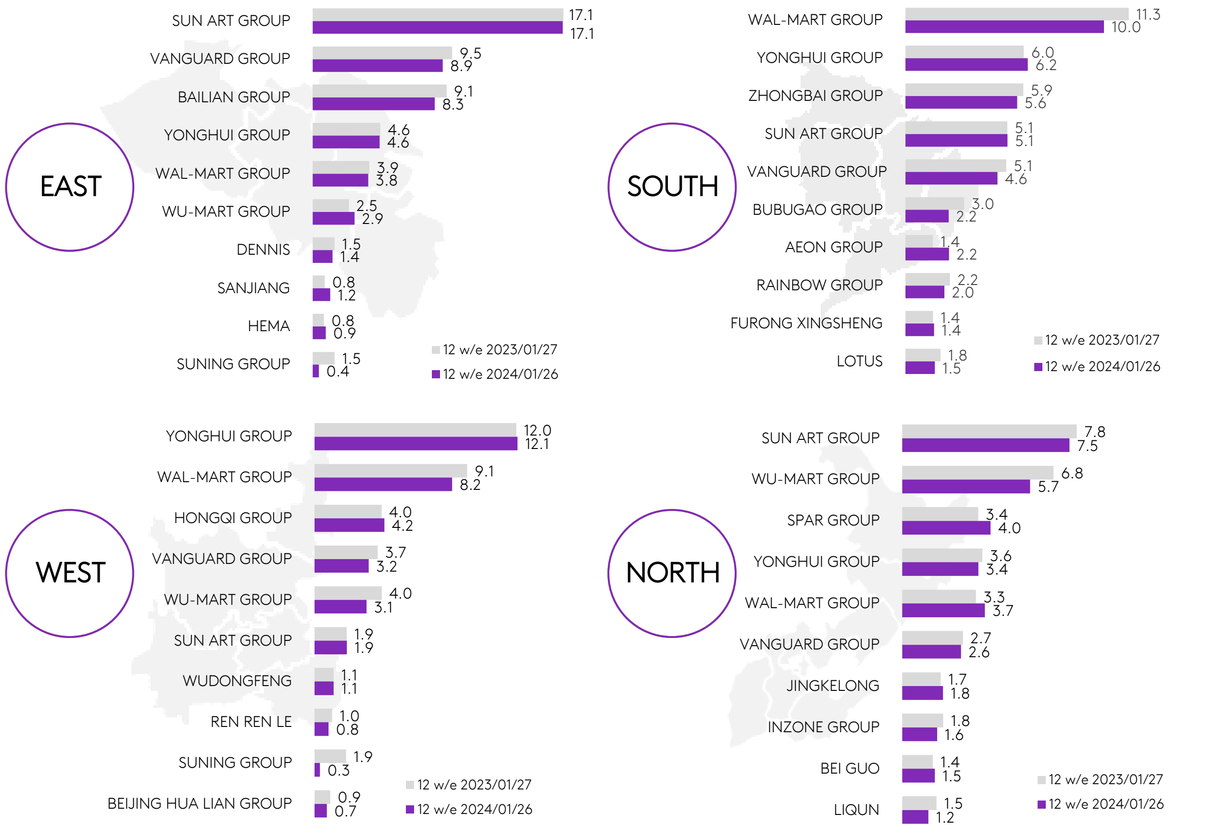
4 week share tracking of top 5 retail groups



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

	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.4%	-0.8pt	110.8	-5.5%	4.1	4.3%	120.7	0.5%
WAL-MART GROUP	11.0%	-1.1pt	136.7	-5.6%	3.2	1.9%	72.7	-5.6%
YONGHUI GROUP	12.5%	-0.1pt	97.8	-9.4%	3.8	4.4%	97.8	5.4%
VANGUARD GROUP	9.6%	-0.8pt	112.4	-6.6%	3.6	0.3%	70.5	-5.4%
WU-MART GROUP	4.7%	-0.4pt	118.2	-5.4%	4.1	-2.2%	40.0	-8.7%

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. **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)