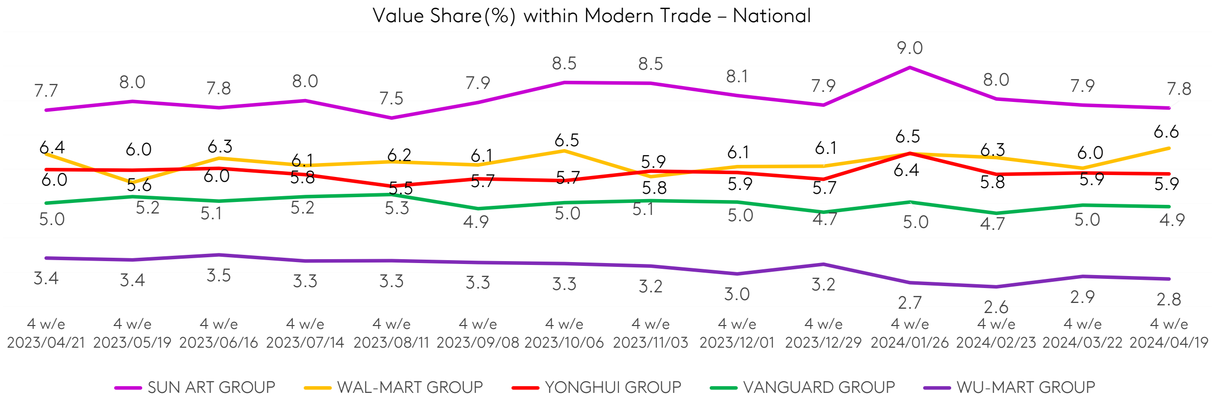
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

# Retail Snapshot | China
## 2024P4

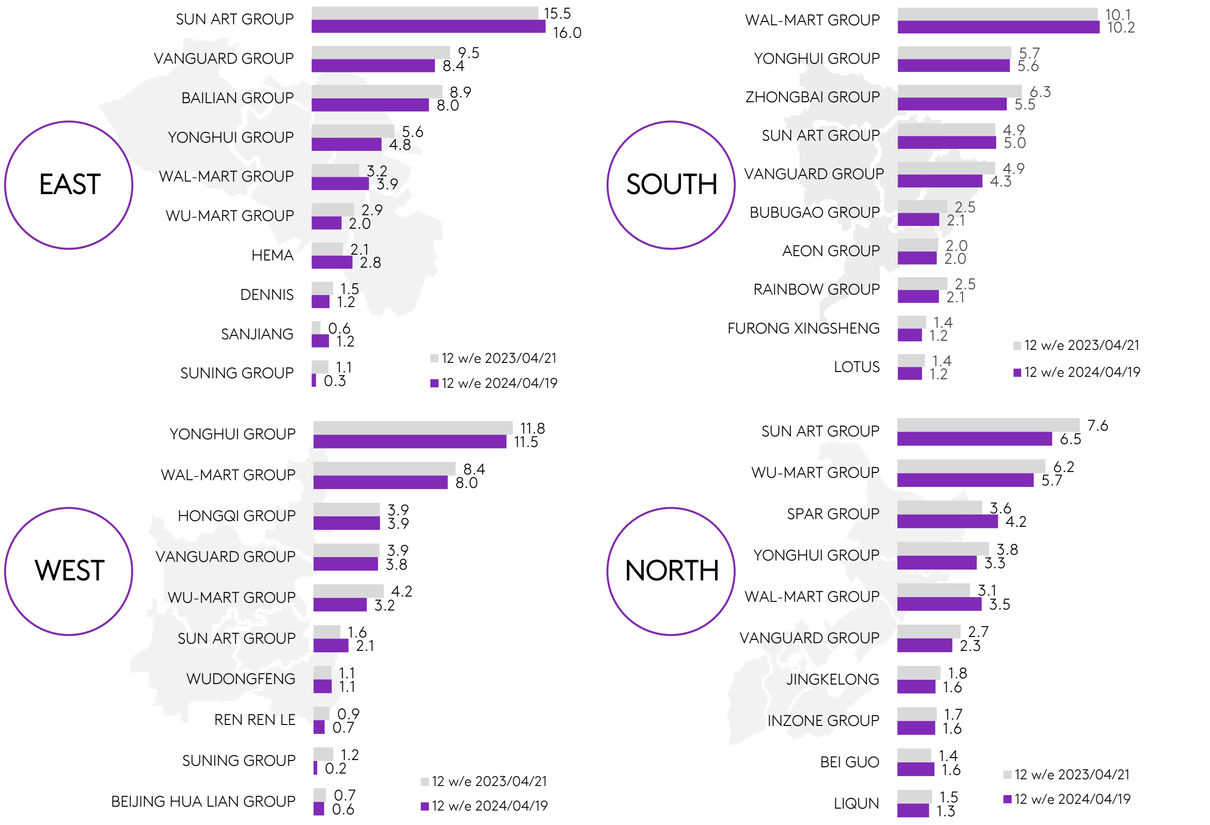
## 4 week share tracking of top 5 retail groups




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

| | Penetration | | Spend per trip (RMB) | | Frequency | | SRP (million) | |
|---|---|---|---|---|---|---|---|---|
| SUN ART GROUP | 14.8% | -0.1pt | 123.0 | 16.7% | 3.9 | -3.1% | 118.3 | -3.2% |
| WAL-MART GROUP | 12.1% | 0.4pt | 145.4 | 11.7% | 3.2 | 0.3% | 80.0 | 4.7% |
| YONGHUI GROUP | 12.6% | -0.4pt | 107.6 | 6.1% | 3.9 | 0.6% | 100.3 | -1.3% |
| VANGUARD GROUP | 9.7% | -0.8pt | 123.2 | 10.3% | 3.6 | -1.1% | 72.4 | -7.9% |
| WU-MART GROUP | 4.8% | -0.2pt | 122.5 | 3.8% | 4.2 | -7.3% | 41.1 | -9.9% |

## 12 week share tracking of top 10 retail groups in four regions




NOTE: **SUN ART Group** includes Auchan, M CLUB 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, 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) and cover tier 1-5 cities.