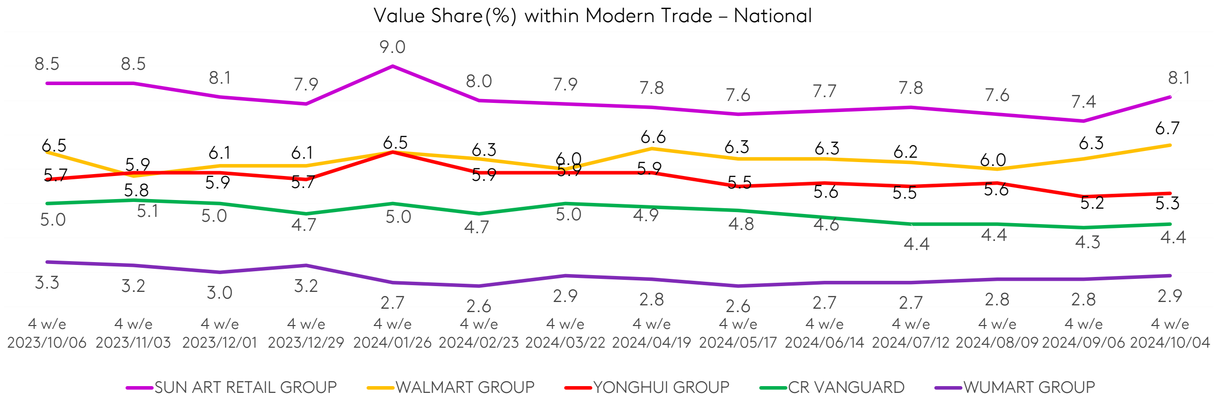
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

# Retail Snapshot | China 2024P10

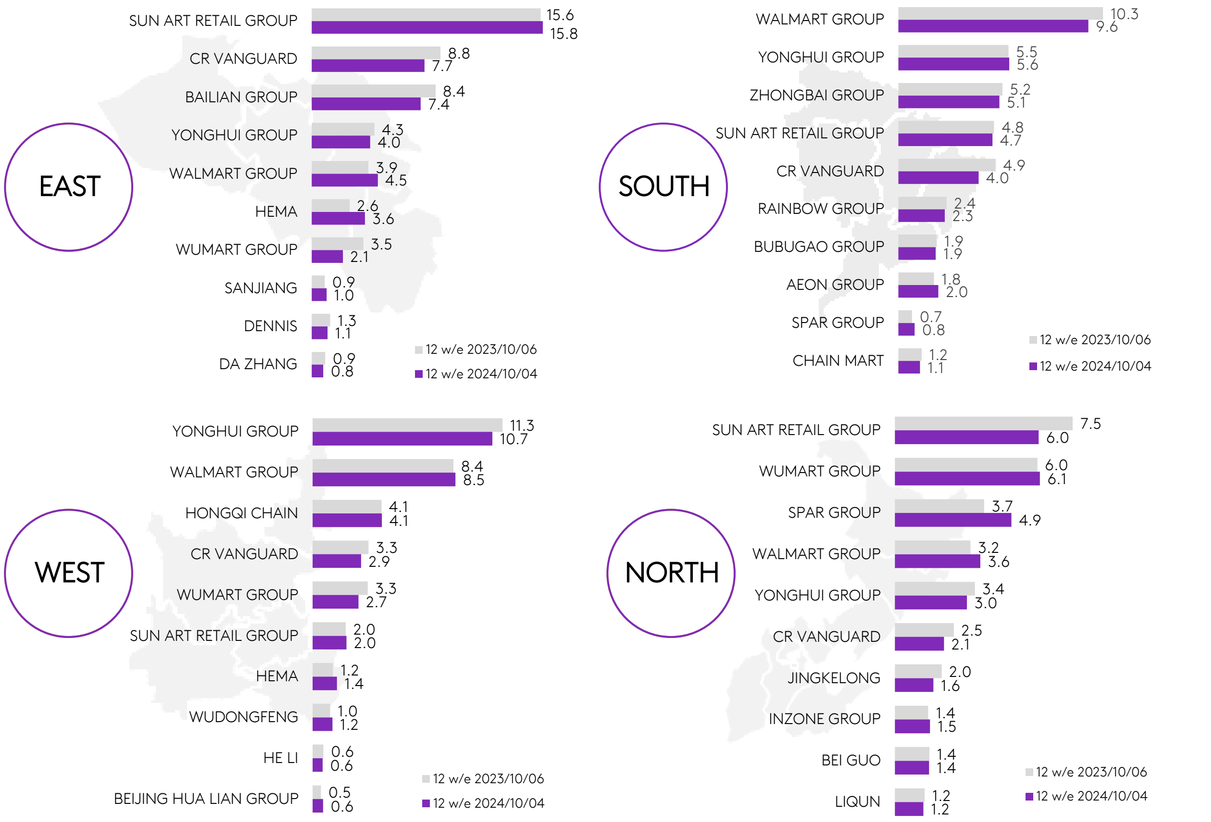
## 4 week share tracking of top 5 retail groups




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

| | Penetration | | Spend per trip (RMB) | | Frequency | | SRP (million) | |
|---|---|---|---|---|---|---|---|---|
| SUN ART RETAIL GROUP | 14.1% | -0.9pt | 107.1 | 2.3% | 4.0 | 0.6% | 116.8 | -4.8% |
| WALMART GROUP | 11.3% | 0.1pt | 134.4 | 0.0% | 3.3 | 0.6% | 76.8 | 2.0% |
| YONGHUI GROUP | 11.7% | -0.8pt | 96.4 | 4.0% | 3.7 | -2.3% | 90.3 | -7.6% |
| CR VANGUARD | 8.3% | -1.8pt | 109.1 | 2.1% | 3.8 | 2.9% | 64.5 | -15.0% |
| WUMART GROUP | 4.8% | 0.0pt | 108.7 | -11.7% | 4.3 | -1.1% | 42.5 | -1.1% |

## 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, 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.