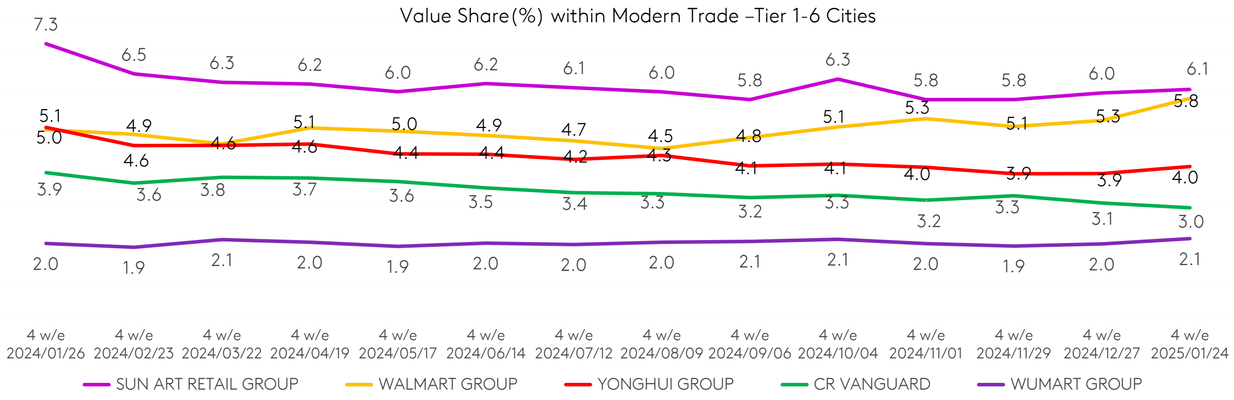
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Retail Snapshot | China 2025P1

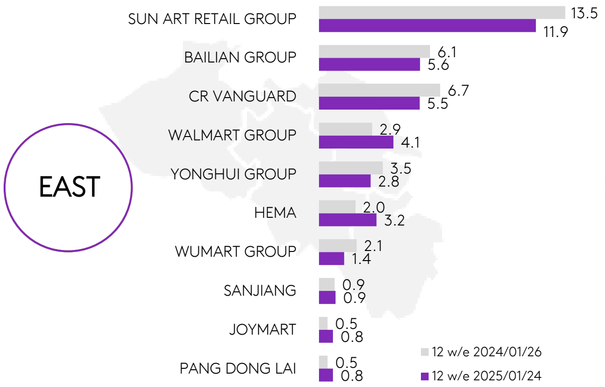
4-week share tracking of top 5 retail groups

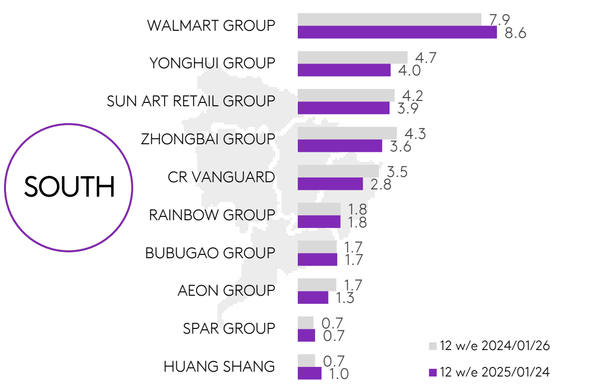


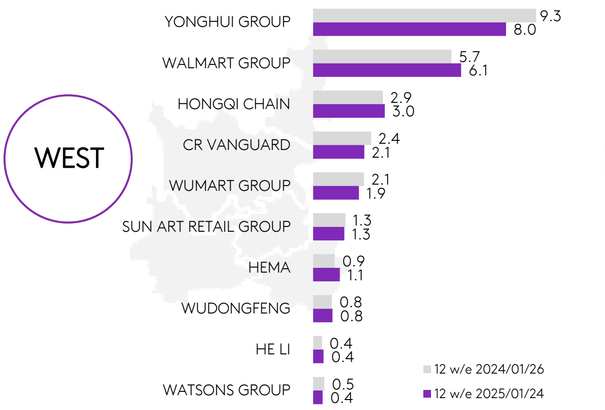
12-week KPI performance vs. last year for top 5 groups

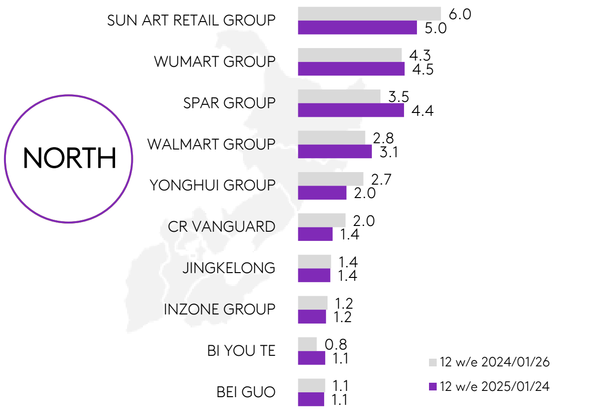
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART RETAIL GROUP	11.4%	-0.7pt	110.9	0.1%	3.9	-4.2%	120.3	-9.1%
WALMART GROUP	9.9%	1.0pt	143.5	4.2%	3.2	-0.7%	84.6	11.3%
YONGHUI GROUP	8.9%	-1.4pt	101.7	5.0%	3.6	-6.8%	86.3	-19.1%
CR VANGUARD	6.3%	-1.3pt	114.0	2.3%	3.5	-2.3%	60.7	-18.2%
WUMART GROUP	3.7%	0.0pt	109.4	-7.3%	4.2	2.2%	41.7	3.0%

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; 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, Hema NB.

Data Source: Kantar Worldpanel China - Based on FMCG Market Modern Trade (Hyper + Super + CVS) and cover tier 1-6 cities.