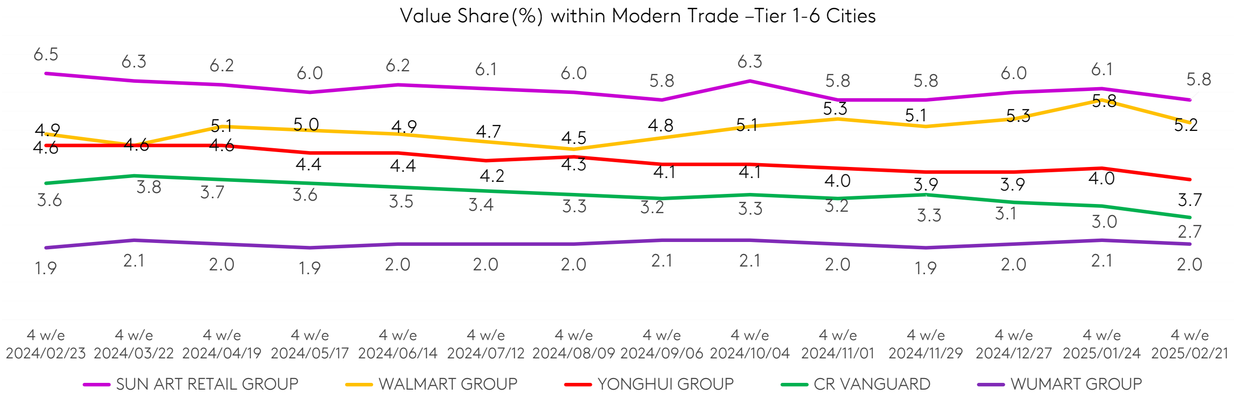
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Retail Snapshot | China 2025P2

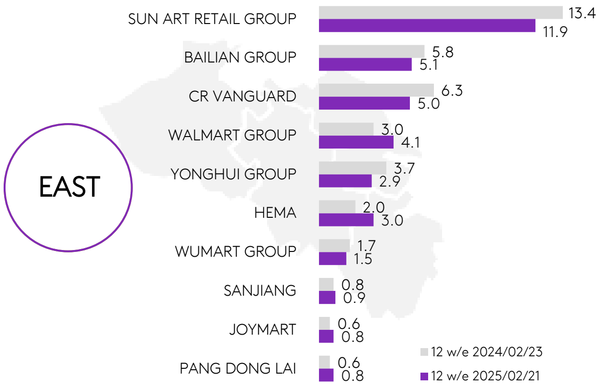
4-week share tracking of top 5 retail groups

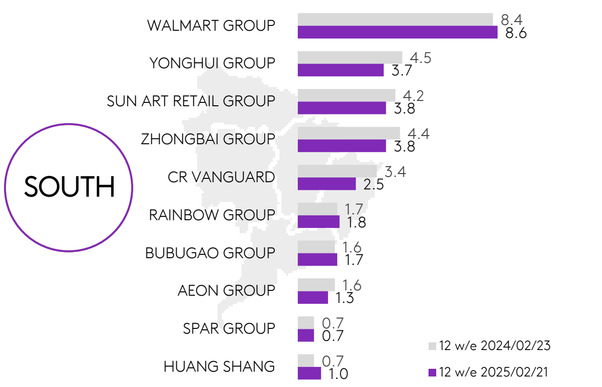


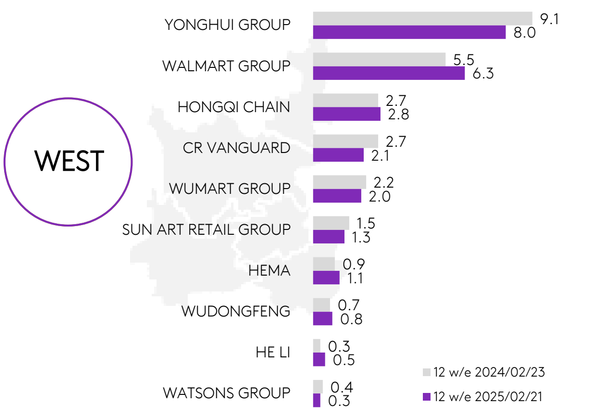
12-week KPI performance vs. last year for top 5 groups

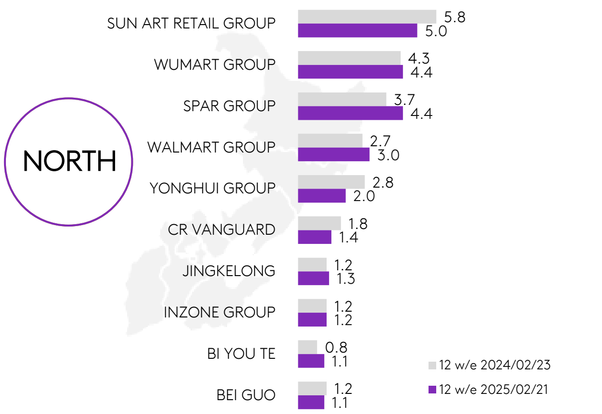
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART RETAIL GROUP	11.8%	-0.7pt	121.1	-1.3%	3.8	-3.6%	123.0	-8.1%
WALMART GROUP	10.5%	0.9pt	152.8	2.4%	3.1	0.0%	89.0	10.3%
YONGHUI GROUP	9.2%	-1.4pt	109.3	1.5%	3.5	-5.8%	88.3	-18.0%
CR VANGUARD	6.3%	-1.3pt	122.2	-0.9%	3.4	-3.7%	59.0	-20.0%
WUMART GROUP	3.8%	0.1pt	121.4	-5.9%	4.1	2.6%	42.4	6.8%

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.