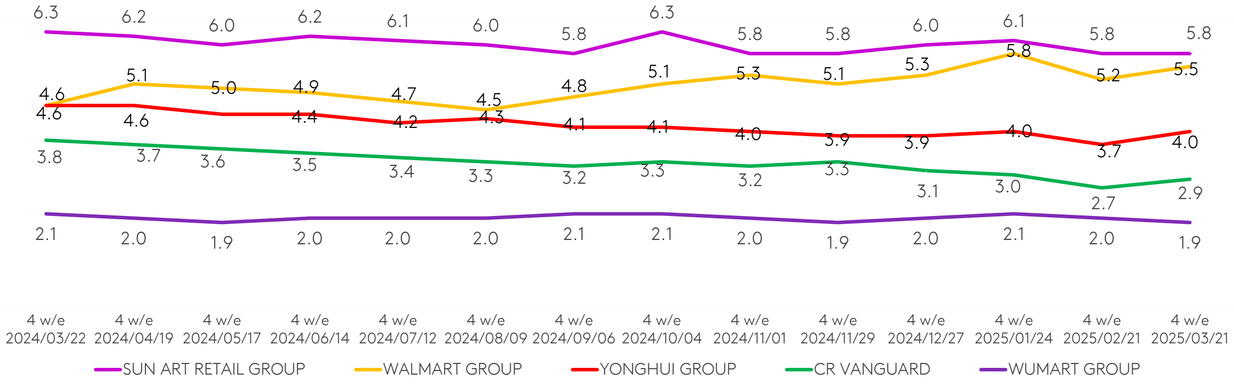
KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Retail Snapshot | China 2025P3

4-week share tracking of top 5 retail groups

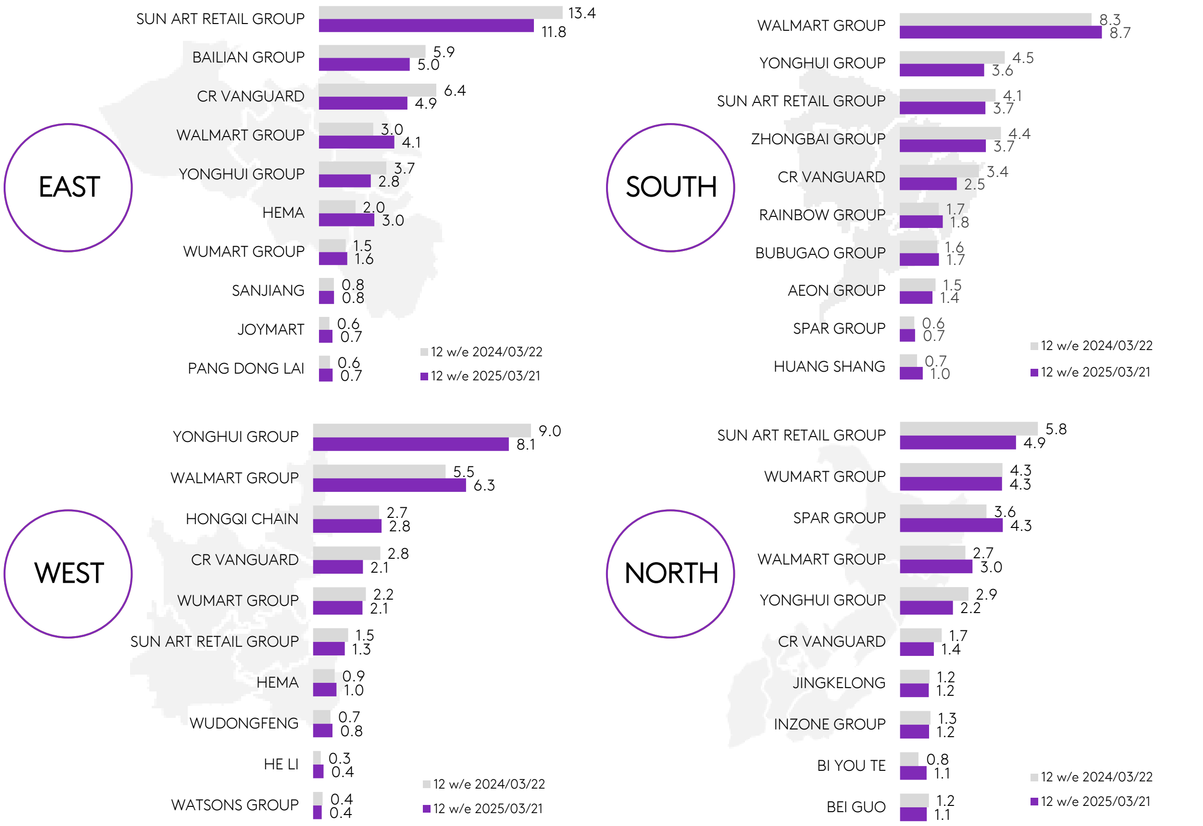
Value Share(%) within Modern Trade –Tier 1-6 Cities



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%	-0.9pt	122.2	-2.1%	3.9	-1.2%	125.0	-7.2%
WALMART GROUP	11.2%	1.4pt	151.5	1.0%	3.1	0.2%	94.0	15.0%
YONGHUI GROUP	9.3%	-1.3pt	110.8	1.0%	3.6	-5.3%	91.3	-16.4%
CR VANGUARD	6.2%	-1.6pt	122.7	-1.8%	3.5	-1.3%	59.6	-21.2%
WUMART GROUP	3.8%	0.2pt	123.3	-1.5%	4.1	-0.1%	42.7	5.5%

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.