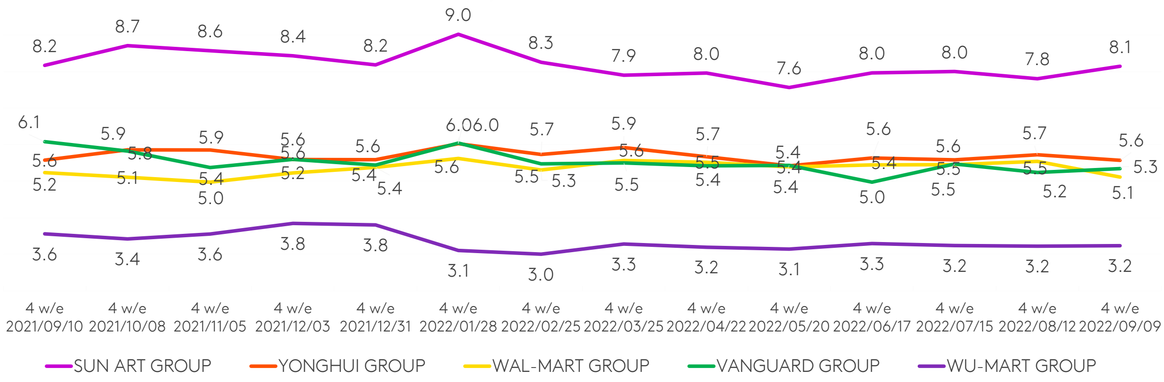


Retail Snapshot
P9 | 2022

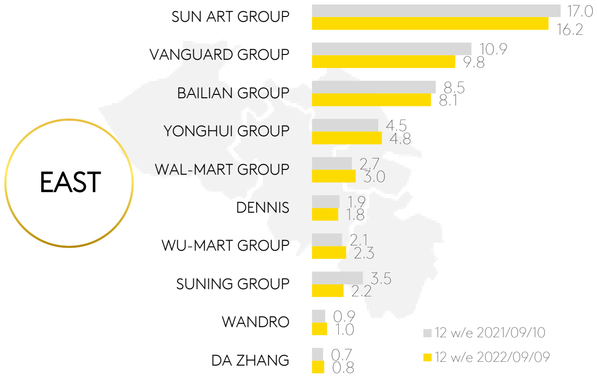
4 week share tracking of top 5 retail groups

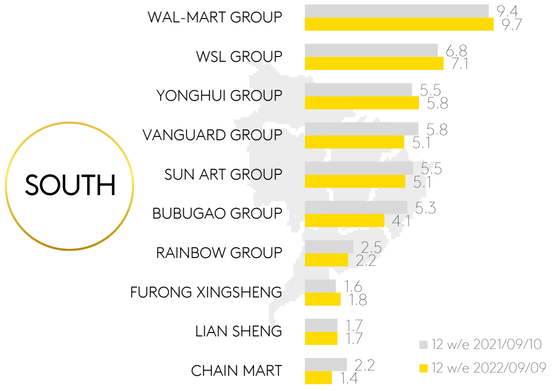


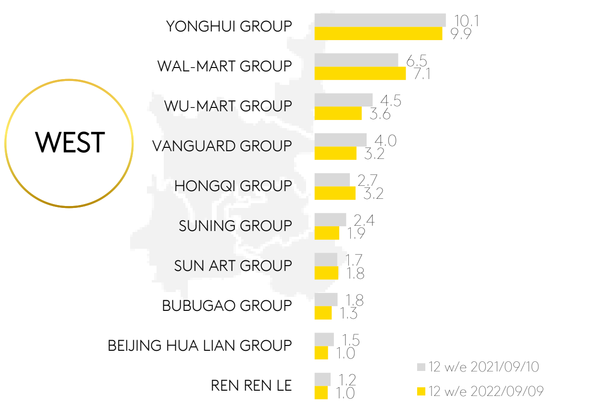
12 week KPI performance vs. last year for top 5 groups

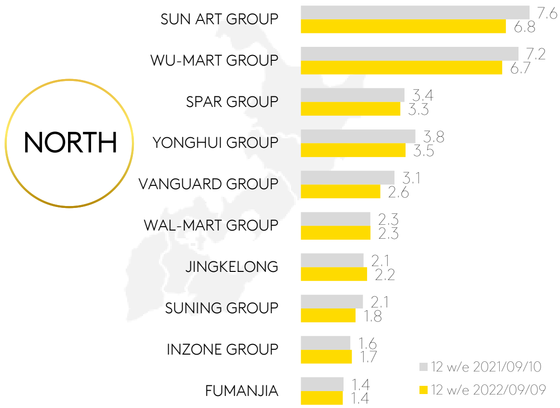
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.9%	-1.2pt	100.7	1.6%	4.2	-1.2%	124.4	-5.4%
YONGHUI GROUP	12.0%	0.1pt	91.4	1.4%	4.1	-3.0%	96.6	1.1%
WAL-MART GROUP	9.8%	-0.5pt	126.0	8.3%	3.5	0.3%	66.8	-1.5%
VANGUARD GROUP	9.9%	-1.2pt	110.5	6.4%	3.9	-9.0%	75.9	-15.9%
WU-MART GROUP	4.8%	-0.5pt	111.4	7.7%	4.8	-5.8%	45.5	-11.5%

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, Hongkelong, TESCO; **BAILIAN Group** includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. **Bubugao Group** includes Bubugao, Nancheng. **Hongqi Group** includes Hongqi and Huhui; **SUNING Group** includes SUNING CVS, DIA, CARREFOUR, OK CVS; **WU-MART Group** includes Wu-mart, Metro, Chongbai, Chongkelongand New century; **YONGHUI GROUP** includes Parknshop YH Bravo and Taste. **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.

KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Data Source: Kantar Worldpanel China - Based on FMCG Market Modern Trade (Hyper + Super + CVS)