

## **Discounters in China**

Market Direction | 2023-03-21 | 34 pages | Euromonitor

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### **Report description:**

With a slowdown in economic growth and rising costs of living, Chinese consumers have increasingly been turning to discounters to find value in their purchases. The COVID-19 pandemic only intensified this trend, as many people experienced job losses or reduced incomes, further limiting their purchasing power. This trend is especially visible in the growing number of stores specialising in soon-to-expire food and drink. The trend is driven by the fact that consumers are looking for good-quality p...

Euromonitor International's Discounters in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Discounters market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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