

Supermarkets in China

Market Direction | 2023-03-21 | 35 pages | Euromonitor

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Report description:

Although only temporary, the supermarkets channel in China experienced a spike in sales during the early days of the COVID-19 pandemic, as consumers engaged in panic-buying and stockpiling, although it saw a slight current value decline in 2020 overall. With a year relatively free from COVID-19 in 2021, growth returned, and in 2022 supermarkets was able to maintain growth, but at a much slower pace. Following the major outbreaks of the virus that occurred in the spring of 2022, the highly contag...

Euromonitor International's Supermarkets 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 Supermarkets 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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