

Hypermarkets in China

Market Direction | 2024-03-06 | 34 pages | Euromonitor

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Report description:

Despite seeing a halt to the decline in outlet numbers in 2023, hypermarkets continued its long-standing decline in retail current value terms in China in 2023. One driver of the fall in sales is that the channel is under intense competition from retail e-commerce, which consumers consider offers better prices and greater convenience. Traditional e-commerce platforms and emerging community group buying models have been gaining popularity for grocery shopping, as they often offer steeper discount...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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