

Discounters in China

Market Direction | 2025-02-28 | 33 pages | Euromonitor

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Report description:

In 2024, discounters in China experienced another year of significant double-digit growth in both current value sales and outlet numbers, as consumers are increasingly seeking value for money options when shopping for groceries. This is mainly because the rising unemployment rate and economic uncertainty have heightened price sensitivity amongst consumers, driving them towards retailers offering products at lower prices, although quality remains important. There are some discounters which specialise in...

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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