

Retail in China

February 2025

Table of Contents

Retail in China

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Digital and social media initiatives drive retail growth

Shifts in retail channels favour value-based retail and online sales

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

618 Shopping Festival and Double 11 Shopping Festival

Shanghai May 5th Shopping Festival

MARKET DATA

- Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 3 Sales in Retail Offline by Channel: Value 2019-2024
- Table 4 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 5 Retail Offline Outlets by Channel: Units 2019-2024
- Table 6 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 7 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 11 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 13 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 21 Retail GBO Company Shares: % Value 2020-2024
- Table 22 Retail GBN Brand Shares: % Value 2021-2024
- Table 23 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 24 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 25 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 28 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 36 Forecast Sales in Retail Offline by Channel: Value 2024-2029

- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising sales for convenience retailers thanks to growth across China's lower-tier cities Adoption of artificial intelligence (AI) enhances operational efficiency and competitiveness Leaders in convenience retailers sustain their dominance despite competitive pressures

PROSPECTS AND OPPORTUNITIES

Strong growth forecast for convenience retailers in China over the next five years
Strategic expansion into lower-tier cities set to drive growth
Hours of operation and product portfolios likely to be extended

CHANNEL DATA

- Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 56 Sales in Convenience Retailers by Channel: Value 2019-2024
- Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2019-2024
- Table 58 Convenience Retailers GBO Company Shares: % Value 2020-2024
- Table 59 Convenience Retailers GBN Brand Shares: % Value 2021-2024
- Table 60 Convenience Retailers LBN Brand Shares: Outlets 2021-2024
- Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2024-2029
- Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Supermarkets in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets sees modest growth amidst evolving consumer behaviours in 2024

Move towards supply chain efficiency in supermarkets

Players move online and focus on fresh food to remain competitive

PROSPECTS AND OPPORTUNITIES

Steady growth expected for supermarkets, with opportunities in lower-tier cities

Competitive pressure from retail e-commerce will challenge the performance of supermarkets

Polarisation may be seen in supermarkets

CHANNEL DATA

- Table 65 Supermarkets: Value Sales, Outlets and Selling Space 2019-2024
- Table 66 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 67 Supermarkets GBO Company Shares: % Value 2020-2024
- Table 68 Supermarkets GBN Brand Shares: % Value 2021-2024
- Table 69 Supermarkets LBN Brand Shares: Outlets 2021-2024
- Table 70 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 71 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Hypermarkets in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued decline for hypermarkets in China, amidst shifting consumer preferences Walmart Supercenter maintains its leadership amidst decline for hypermarkets Strategies to try and stop the decline for hypermarkets

PROSPECTS AND OPPORTUNITIES

Stability forecast for hypermarkets amidst evolving consumer preferences

Differentiation strategies aim to drive growth for hypermarkets

Improvement in delivery coverage anticipated

CHANNEL DATA

- Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024
- Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 74 Hypermarkets GBO Company Shares: % Value 2020-2024
- Table 75 Hypermarkets GBN Brand Shares: % Value 2021-2024
- Table 76 Hypermarkets LBN Brand Shares: Outlets 2021-2024
- Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Discounters in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rapid growth for discounters in China, as consumers seek value for money

Domestic discounters surpass international rivals in the competitive landscape

A preference for smaller stores in discounters

PROSPECTS AND OPPORTUNITIES

Anticipated continued momentum for discounters in the Chinese market Increased importance of localisation in discounters in China Private label is an area with growth potential

CHANNEL DATA

- Table 79 Discounters: Value Sales, Outlets and Selling Space 2019-2024
- Table 80 Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 81 Discounters GBO Company Shares: % Value 2020-2024
- Table 82 Discounters GBN Brand Shares: % Value 2021-2024
- Table 83 Discounters LBN Brand Shares: Outlets 2021-2024
- Table 84 Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 85 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Small Local Grocers in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth maintained in small local grocers amidst post-COVID-19 shifts Small local grocers continues to play a crucial role in China's retail landscape Small local grocers remains highly fragmented

PROSPECTS AND OPPORTUNITIES

Slow and stable growth expected to be maintained for small local grocers in China over the forecast period Challenges to growth as younger generations prefer modern grocery retailers

More players will leverage digital tools to get ahead

CHANNEL DATA

- Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024
- Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 88 Small Local Grocers GBO Company Shares: % Value 2020-2024
- Table 89 Small Local Grocers GBN Brand Shares: % Value 2021-2024
- Table 90 Small Local Grocers LBN Brand Shares: Outlets 2021-2024
- Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

General Merchandise Stores in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Various factors impact department stores in China in 2024

Steady growth for variety stores, driven by innovation and Gen Z preferences

Leading department stores adapt and maintain growth in a competitive landscape

PROSPECTS AND OPPORTUNITIES

Stable growth forecast for department stores through community commercialisation

Rapid development expected for variety stores moving forward

Variety stores likely to look at enhancing customer loyalty

CHANNEL DATA

- Table 93 General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 94 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 95 Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 96 Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 97 General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 98 General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 99 General Merchandise Stores LBN Brand Shares: Outlets 2021-2024

- Table 100 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 101 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 102 Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 103 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Apparel and Footwear Specialists in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer preferences lead to stable but cautious growth for apparel and footwear specialists

Domestic brands dominate as fast fashion falters in apparel in 2024

The popularity of live broadcasts means more offline retailers are becoming involved

PROSPECTS AND OPPORTUNITIES

Resilience expected for apparel and footwear specialists in China, despite the challenge from other channels

Creating outlets in which consumers want to spend time

Opportunities for digital transformation within apparel and footwear specialists

CHANNEL DATA

- Table 104 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 105 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 106 Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
- Table 107 Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
- Table 108 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
- Table 109 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 110 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Appliances and Electronics Specialists in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists remains stable amidst housing market slowdown

Premiumisation is notable in appliances and electronics specialists in tier-1 and tier-2 cities

Competitive landscape shifts, with key retailers struggling

PROSPECTS AND OPPORTUNITIES

Slow and stable growth, and the consumer shift towards energy efficiency

Rising competition from retail e-commerce

Possibility of a change in leadership in the forecast period

CHANNEL DATA

- Table 111 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 112 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 113 Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024
- Table 114 Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024
- Table 115 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024
- Table 116 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 117 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Home Products Specialists in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable but slower growth for homewares and home furnishings stores

Rise in DIY projects drives continued growth for home improvement and gardening stores

lkea's share strengthens amidst competitors' decline

PROSPECTS AND OPPORTUNITIES

Stable growth expected despite ongoing challenges, with non-toxic products sought

Players likely to invest in both online and offline resources to attract consumers

Pet shops and superstores set to see the most dynamic growth

CHANNEL DATA

- Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 120 Sales in Home Products Specialists by Channel: Value 2019-2024
- Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
- Table 122 Home Products Specialists GBO Company Shares: % Value 2020-2024
- Table 123 Home Products Specialists GBN Brand Shares: % Value 2021-2024
- Table 124 Home Products Specialists LBN Brand Shares: Outlets 2021-2024
- Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
- Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

Health and Beauty Specialists in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth for beauty specialists, driven by domestic brands

Steady growth and increasing concentration for pharmacies

Intensification of competition amongst leading players in pharmacies

PROSPECTS AND OPPORTUNITIES

Return to stronger growth expected for beauty specialists, driven by domestic brands and innovation

Continued growth for pharmacies as they offer wider product ranges

A key strategy for beauty specialists will be differentiation

CHANNEL DATA

- Table 129 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 130 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 131 Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 132 Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 133 Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 134 Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 135 Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 136 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 137 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 138 Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 139 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

Vending in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth, led by increased need for convenience Increased prevalence of technology-enabled vending machines Categories served by vending expand beyond the traditional

PROSPECTS AND OPPORTUNITIES

Stable moderate growth expected for the next five years

Smart vending will continue to see significant growth in popularity in China Increasing competition for vending from convenience stores

CHANNEL DATA

Table 140 - Vending by Product: Value 2019-2024

Table 141 - Vending by Product: % Value Growth 2019-2024

Table 142 - Vending GBO Company Shares: % Value 2020-2024

Table 143 - Vending GBN Brand Shares: % Value 2021-2024

Table 144 - Vending Forecasts by Product: Value 2024-2029

Table 145 - Vending Forecasts by Product: % Value Growth 2024-2029

Direct Selling in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation in products and services boosts consumers' interest Amway's strong performance amidst decline of competitors Entry of new players discouraged by need for a permit

PROSPECTS AND OPPORTUNITIES

Stable growth expected for direct selling due to greater trust Challenges and opportunities from social commerce Expansion into lower-tier cities

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2019-2024

Table 147 - Direct Selling by Product: % Value Growth 2019-2024

Table 148 - Direct Selling GBO Company Shares: % Value 2020-2024

Table 149 - Direct Selling GBN Brand Shares: % Value 2021-2024

Table 150 - Direct Selling Forecasts by Product: Value 2024-2029

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail E-Commerce in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust growth for retail e-commerce, despite slight slowdown Competitive landscape shifts, with Douyin and Pinduoduo gaining ground Simplified shopping experiences in e-commerce

PROSPECTS AND OPPORTUNITIES

Sustained high growth projected for retail e-commerce Innovation and technological advances set to drive growth in the future Hyper-personalised shopping likely to be the future of e-commerce in China

CHANNEL DATA

- Table 152 Retail E-Commerce by Channel: Value 2019-2024
- Table 153 Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 154 Retail E-Commerce by Product: Value 2019-2024
- Table 155 Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 156 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 157 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 158 Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 160 Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-china/report.