



Euromonitor  
International

# Small Local Grocers in China

May 2026

Table of Contents

## Small Local Grocers in China - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Wet Markets Introduce Smart Features to Retain Footfall

#### INDUSTRY PERFORMANCE

Wet Markets Introduce Smart Features to Retain Footfall

Prepared Foods and Dining Zones Boost Consumer Engagement

Chart 1 - Value Sales 2020-2030

#### WHAT'S NEXT?

Wet Markets Upgrade Services as Shoppers Demand Convenience

Chart 2 - What's Next? for Small Local Grocers

Community Trust and Digital Upgrades Sustain Rural Store Resilience

Chart 3 - Forecast Value Sales 2020-2030

#### COMPETITIVE LANDSCAPE

Lack of Consolidation Signals Ongoing Fragmentation and Limited Change

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

#### ECONOMIC CONTEXT

Chart 6 - Economic Context for Small Local Grocers

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 9 - Consumer Context for Small Local Grocers

Chart 10 - Population 2020-2030

Chart 11 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Retail in China - Industry Overview](#)

### EXECUTIVE SUMMARY

Aldi Elevates Value Perception with Gourmet Private Label Launch

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Retail

#### INDUSTRY PERFORMANCE

Aldi Elevates Value Perception with Gourmet Private Label Launch

Chart 13 - Aldi Introduces Gourmet Series: the Evolution of Discounters From Price to Value

Bailian Group Transforms Department Store into Youth Lifestyle Hub

Chart 14 - Bailian Group Launches Zx Zaoquchang as a Premier Acg Lifestyle Destination

Pop-Up Events and Curated Fairs Revitalise Informal Selling

Chart 15 - Value Sales 2020-2030

#### WHAT'S NEXT?

Retail E-Commerce Outpaces All Channels as Instant Retail Expands

Chart 16 - Jd.Com'S Entry into Food Delivery Reshapes China'S Instant Retail (O2o) Landscape

Ai-Powered Personalisation and Experiential Spaces Transform Offline Engagement

Cautious Spending and Evolving Values Drive New Strategies for Growth

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Bytedance and Jd.Com Accelerate Share Gains as Alibaba Pivots to Instant Retail

Chart 19 - Competitive Landscape for Retail

Alibaba'S Divestments and Instant Delivery Reshape Competitive Strategies

Chart 20 - Instant Tax Refund Boosts Foreign Shopper Spending in China

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

## ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/small-local-grocers-in-china/report](http://www.euromonitor.com/small-local-grocers-in-china/report).