

Supermarkets and Hypermarkets - China - November 2015

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“The supermarket and hypermarket sector is trending more towards smaller, community supermarkets at the same time that online grocery shopping is seeing rapid growth and strong consumer uptake.”

– Matthew Crabbe – Director of Research, Asia-Pacific

This report looks at the following areas:

- Getting local
- Facing the online challenge
- Who needs stores?

Retailers must significantly adjust their business models to adapt to these changes, and integrate both physical store and online channels better suited to quickly changing consumer shopping habits. These changes should be seen as an opportunity to enter new geographical markets, including in lower tier cities, and to develop more private label products, as private label is now gaining consumer interest.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition

Executive Summary

The market

Figure 1: China – Total supermarkets, hypermarkets and online grocery retail sales value, 2010-20

Figure 2: China – Online grocery retail sales value, 2010-20

Companies and brands

Figure 3: China – Top-10 supermarket & hypermarket retailers' value market shares, 2014

The consumer

Frequency of Shopping

Figure 4: Frequency of shopping by type of outlet, July 2015

What we think

Issues and Insights

Getting local

The facts

The implications

What's next?

Facing the online challenge

The facts

The implications

What's next?

Who needs stores?

The facts

The implications

What's next?

The Market – What you need to know

Slowing growth heating up competition

Smaller, locally convenient stores winning sales

The disruptive rise of online grocery retail

Market Size and Forecast

Figure 5: China – Total supermarkets, hypermarkets and online grocery retail sales value, 2010-20

Market Drivers

Online: a boon to new growth?

Figure 6: China – Value of online retail sales by broad sector, 2011-15

Figure 7: China – Total period growth in retail sales of supermarkets & hypermarkets, by broad sector, 2011-15 (est)

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Figure 8: China – Online grocery retail sales value, 2010-20

Figure 9: Frequency of shopping by type of outlet, by consumer classification, July 2015

Market Segmentation

Large format stores weakening

Figure 10: China – Total retail sales of supermarkets & hypermarkets, by broad sector, 2011-15 (est)

Figure 11: China – Large-scale supermarkets and hypermarkets retail sales value, 2010-20

Small and medium-size formats continue to dominate

Figure 12: China – Total number of outlets of supermarkets & hypermarkets, by broad sector, 2011-15 (est)

Figure 13: China – Medium-scale supermarkets retail sales value, 2010-20

Key Players – What you need to know

Market fragmentation hindering shares

Investigating new formats; building new partnerships

Market Share

Aggressive growth in a fragmented market

Figure 14: China – Top-10 supermarket & hypermarket retailers' value market shares, 2014

Figure 15: China – Top-10 supermarket & hypermarket retailers ranked by value market shares, 2013/14

Competition from online creating more casualties

Shanghai supermarket chains struggle

Figure 16: China – Top-10 supermarket & hypermarket retailers' ranked by number of outlets, 2013/14

Sales per outlet show significant declines

Figure 17: China – Top-10 supermarket & hypermarket retailers' ranked by average sales per outlet, 2013/14

Competitive Strategies

Competition forcing more mergers and joint ventures

CRE & Tesco

Yonghui

Suning & Wanda

Reaching deeper through convenience stores

Are high-end supermarkets getting it right?

Do foreign retailers even need stores in China?

Cash-and-carry seeing new growth

Non-grocers entering grocery retail

Meeting demand for mobile online payments

The Consumer – What you need to know

Supermarkets and online show higher frequency shopping

Different formats suit different products

Quick and often, rather than infrequent bulk shopping

Safety, convenience and ambience all beat low price

Preference for local, convenient and delivery options

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Great potential for private label and mobile shopping

Mintropolitan Shoppers

Mintropolitans make the best shoppers!

Figure 18: Percentage of survey respondents, by consumer classification, July 2015

Figure 19: Frequency of shopping by type of outlet, by consumer classification, July 2015

Figure 20: Products bought at online grocery websites in the past 6 months, by consumer classification, July 2015

Figure 21: Reasons for shopping at supermarkets/hypermarkets in the past 6 months, by consumer classification, July 2015

Frequency of Shopping

Supermarkets and online show higher frequency shopping

Figure 22: Frequency of shopping by type of outlet, July 2015

Young women lead the online grocery shopping trend

Figure 23: Frequency of shopping from online shopping websites selling food and groceries, by age group and gender, July 2015

As more competitors seek to bridge the online-to-offline gap, differentiation will get harder.

Figure 24: Frequency of shopping by type of outlet, by monthly household income, July 2015

Products Bought

Different formats suit different products

Figure 25: Products bought at supermarkets/hypermarkets in the past 6 months, July 2015

Online grocery development begins with higher income consumers

Figure 26: Products bought at supermarkets/hypermarkets in the past 6 months, by monthly personal income group, July 2015

Figure 27: Products bought at online grocery websites in the past 6 months, by consumer classification, July 2015

Figure 28: Products bought at supermarkets/hypermarkets in the past 6 months, by city based on significance, July 2015

Reasons for Shopping

Quick and often, rather than infrequent bulk shopping

Figure 29: Reasons for shopping at supermarkets/hypermarkets in the past 6 months, July 2015

Reasons for shopping by gender and age group

Figure 30: Reasons for shopping at supermarkets/hypermarkets in the past 6 months, by gender and age group, July 2015

Reasons for shopping by income group

Figure 31: Reasons for shopping at supermarkets/hypermarkets in the past 6 months, by monthly personal income group, July 2015

Choice Factors

Safety, convenience and ambience all beat low price

Figure 32: Important choice factors when deciding which supermarkets/hypermarkets to visit, July 2015

Figure 33: Important factors ranked first when choosing which supermarket and/or hypermarket to buy from, April 2013 and February 2014

Choice factors by gender and age group

Figure 34: Important choice factors ranked first when deciding which supermarkets/hypermarkets to visit, by gender and age group, July 2015

Choice factors different by city

Figure 35: Important choice factors ranked first when deciding which supermarkets/hypermarkets to visit, by selected city, July 2015

Shopping Preferences

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Preference for local, convenient and delivery option

Figure 36: Consumer preferences when choosing where to do their shopping, July 2015

Shopping reasons by demographics

Figure 37: Consumer preferences when choosing where to do their shopping, by gender and age group, July 2015

Figure 38: Consumer preferences when choosing where to do their shopping, by city (A), July 2015

Figure 39: Consumer preferences when choosing where to do their shopping, by city (B), July 2015

Attitudes to Shopping

Great potential for private label and mobile shopping

Figure 40: Consumer attitudes to shopping from supermarkets/hypermarkets, July 2015

Shopping attitudes by demographics

Figure 41: Consumer attitudes to shopping from supermarkets/hypermarkets, by gender and age group, July 2015

Shopping attitudes by city

Figure 42: Consumer attitudes to shopping from supermarkets/hypermarkets, by city (A), July 2015

Figure 43: Consumer attitudes to shopping from supermarkets/hypermarkets, by city (B), July 2015

Appendix –Market Size and Forecast

Figure 44: China – Value sales of supermarket & hypermarket retailers by segment, 2010-20

Appendix – Methodology and Definitions

Methodology

Fan chart forecast

Mintropolitans

Abbreviations

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