

## Convenience Stores - China - May 2017

Report Price: £3081.32 | \$3990.00 | €3661.84

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“Strong recent growth in the convenience store market has not yet alleviated the regionalised nature of the competition. The rise of online grocery retailing and new business from providing ‘last mile’ online shopping solutions have helped drive growth, but convenience store chains must increasingly differentiate to compete.”

– **Matthew Crabbe, Director of Research, Asia-Pacific**

This report looks at the following areas:

- **Building loyalty in a competitive market**
- **Being on the right side of ‘new retail’**
- **Translating Japanese/Korean service culture into China**

This Report shows how, despite strong growth in recent years, competition in the convenience store market remains intense, fragmented and regionalised. Added to this is a rising involvement in to-your-door online grocery retail among super/hypermarket chains. While convenience stores have an established place in local communities, sustaining that now requires offering more individualised and localised services to suit local needs.

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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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### The Market – What You Need to Know

Convenience stores enjoy strong growth period  
Building convenience and integrating online

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