

# Convenience Stores – China – July 2019

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## This report looks at the following areas:

- A new leisure venue and community space for city dwellers
- Better understand and reward loyal customers
- Introduce themed/pop-up stores to differentiate from competitors

Ready meals and freshly made beverages in c-stores are winning over Chinese consumers as they provide a quick and economical option for proper meals and afternoon tea. C-store brands should explore the possibility of positioning themselves as relaxing third spaces in cities to better serve local communities and busy office workers.



“The convenience store sector has maintained vibrant double-digit growth, even at a challenging time for brick-and-mortar retail, thanks to consumers’ continuous pursuit of time efficiency, availability, and instant fulfilment.”

– **Scarlett Zhao, Associate Research Analyst**

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