Grocery Retailing - China - December 2019

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This report looks at the following areas:

- The kid factor can be a money spinner
- Group purchase of fresh produce can be a dark horse
- O2O grocery retailers successfully build brand equity

"The grocery retailing market is ready for premiumization. While fresh produce remains a central focus, grabbing children's attention could be a point of differentiation among the top players. O2O retailers are here to stay and the direct-to-consumer model's exciting approach towards fresh food retailing is expected to make an impact on the market."
– Roger Shi, Research Analyst

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- The facts
- The implications

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