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### 超市 - China

“地理位置方便、能够实地查看商品是吸引消费者前往超市购物的首要原因。将郊区大卖场转型为靠近居民区的中小型超市，将是超市生存下去的可行策略。长远来看，超市需要通过差异化的产品种类和更好的店内购物体验来打造自己的特色，从而实现增长。”

— 邵娟，品类总监

### Supermarkets - China

“Convenient locations and being able to check products on the spot are the primary factors driving consumers to supermarkets. Transforming suburban hypermarkets into small and medium-size supermarkets near residential communities would be a viable strategy for the survival of supermarkets. In the long run, supermarkets need to build their own ...