

## Supermarkets and Hypermarkets - China - June 2013

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“In order to remain competitive, supermarket and hypermarket chains are developing new store formats to suit differing local market needs, and are adapting their product and service offerings to differentiate themselves from their competitors.”

– Matthew Crabbe, Director of Research, Asia-Pacific

In this report we answer the key questions:

- Is consumers product buying and frequency based on outlet format?
- Are product and service quality an increasingly important differentiator?
- How are foreign chains increasing in market significance?
- How quickly is the online supermarket business growing quickly?

As the Chinese economy is gradually slowing and consumers become more discerning thanks to increased spending power fuelled by rapid average income growth, so supermarket and hypermarket retailers have to work harder to meet shoppers' rising expectations of quality of service and convenience. While expanding their territorial coverage in China into new regions, supermarket and hypermarket retailers are also facing the need to differentiate themselves in an increasingly competitive market in the more developed regions of the country. At the same time, the growth of online retailing has thrown a whole new set of competitive challenges at the industry, with the rapid emergence of significant online supermarket retailers adding further pressure on modern grocery chains to expand and innovate in the online sphere.

China's supermarkets and hypermarkets sector is passing out of the ground-breaking stage of development and into a period of competitive shake-down and consolidation. Store chains are no longer able to create sales growth off the back of expansion alone, but must now square up to their competitors to compete for consumer loyalty and share of footfall by raising their levels of innovation and service orientation. They are also facing the need to improve efficiency and adapt store formats and product ranges to keep ahead of competitors, both to win share of more mature regional markets, and successfully enter new territories in lower tier cities.

This report covers the retail sale of food and non-food products through supermarket and hypermarket outlets within the People's Republic of China

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