

Convenience Stores - China - April 2015

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“Convenience store shopping is almost universal, and there is an increasing need for chains to adapt their products, services and stores to suit the individual needs of different communities. As competition heats up in developed cities, and expands into new ones, developing business models to suit local needs will become increasingly important.”
— Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- Why are convenience stores continuing to see faster outlet and sales growth than any other retail sector?
- How are convenience stores generally increasing in size, selling a wider variety of products and providing consumers with more services than before?
- Which retail chains are innovating and growing fastest in the sector?
- How are convenience stores increasingly integrating into the online-to-offline trend in modern grocery retail in China?
- What do consumers like about convenience stores, and which products and services do they buy the most often?
- What do consumers dislike about convenience stores, and therefore what can they do to become more competitive?
- What are consumers' attitudes towards convenience stores, and their shopping habits and preferences?

Part of the wider product and service offering is the growing role for convenience stores in acting as online-to-offline retail delivery points. This can help stores to provide more products and services, but also create a new way for convenience stores to engage with their consumers, including via loyalty schemes and social media.

Providing more in-store catering is a continuing trend, but consumers are also demanding bigger, cleaner and brighter stores, with more variety of products, friendlier staff and more competitive pricing, including private label. Convenience stores can no longer rely on convenience alone, and must also compete across a wider spectrum of brand offerings.

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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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Table of Contents

Introduction

Definition
Methodology
Abbreviations

Executive Summary

The market

Figure 1: China – Total convenience chain store retail sales revenue, 2009-19

Companies and brands

Figure 2: China – Top-10 convenience store chains by number of outlets, 2013/14

The consumer

Shopping at convenience stores

Figure 3: Consumer use of convenience stores, January 2015

Products bought at convenience stores

Figure 4: Products bought at convenience stores in the last 6 months, January 2015

Services used at convenience stores

Figure 5: Services used at convenience stores in the last 6 months, January 2015

Choice factors

Figure 6: Factors chosen by consumers when deciding which convenience store to shop at, January 2015

Store feature preferences

Figure 7: Store features chosen by consumers as encouraging them to shop at a convenience store more often, January 2015

Aspects of stores disliked

Figure 8: Aspects of convenience stores visited in the last 6 months that consumers dislike, January 2015

Attitudes to convenience stores

Figure 9: Consumer attitudes to convenience stores, January 2015

Key issues

Make Me A Member! Focus on consumers and communities

Let Me Linger! Convenience stores as hang-outs

Give Me Space to Breathe! Make stores bigger, brighter and more inviting

Build Me A Bridge! Convenience stores link online domains and physical doorsteps

What we think

Issues and Insights

Make Me A Member! Focus on consumers and communities

The facts

The implications

Let Me Linger! Convenience stores as hang-outs

The facts

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The Implications

Give Me Space to Breathe! Make stores bigger, brighter and more inviting

The facts

The implications

Build Me A Bridge! Convenience stores link online domains and physical doorsteps

The facts

The implications

Trend Application

Experience Is All

Make It Mine

Help Me Help Myself

FSTR HYPR

Market Size and Forecast

Key points

Slowing growth will force chains to focus on consumer needs rather than geographical spread

Figure 10: China – Total convenience chain store retail sales revenue, 2009-19

Figure 11: China – Total convenience store chain number of outlets, 2009-19

Industry trending towards bigger stores

Figure 12: China – Total convenience store market number of outlets, floor space, staff and retail sales value, 2008-14

Bigger stores creating better efficiencies

Figure 13: China – Average convenience store outlet sales per outlet, per floor space, per staff member and per store per day, 2008-14

Competition from petrol stations and rural cooperatives

Figure 14: China – Petrol station and rural cooperative retail chain store outlets, 2012-14

Lower tier cities still offer great room for chain expansion

Figure 15: China – Total convenience store chain penetration per population, 2009-14

Market Share

Key points

Increasing consolidation across the market

Figure 16: China – Top-10 convenience store chains by number of outlets, 2013/14

Significantly different regional competitive landscapes

Figure 17: China – Leading convenience store chain percentage outlet growth, 2009-14

Figure 18: China – Top-10 convenience store chain percentage outlet growth, 2013-14

Building brand now more important than ever

Figure 19: China – Brand Power Index for leading convenience store chains, 2014

Figure 20: China – Brand Promotion Index for leading convenience store chains, 30 January, 2015

Who's Innovating?

Key points

Getting online and going O2O

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Embracing mobile payments
Offering self-service kiosks
Extending catering options
Improving loyalty schemes
Sustaining consumer interest through promotions
Expanding private label
Experimenting with new formats

Companies & Brands

Dongguan Meiyijia

Company Details

Figure 21: Dongguan Meiyijia convenience store chain number of outlets, 2008-14

Dongguan Xiyangyang

Figure 22: Dongguan Xiyangyang convenience store chain number of outlets, 2008-14

Guangdong Tianfu

Figure 23: Guangdong Tianfu Chain Business Group convenience store chain number of outlets, 2008-14

Dongguan Sun High

Figure 24: Dongguan Sun High convenience store chain number of outlets, 2008-14

Lianhua Quik

Figure 25: Lianhua Supermarket Holdings convenience store outlets by province, 2009-13

Alldays & Kedi

Figure 26: Nong Gong Shang (Alldays & Kedi) convenience store chains combined number of outlets, 2008-14

The Consumer – Shopping at Convenience Stores

Key points

There is still room for convenience stores to increase their appeal

Figure 27: Consumer use of convenience stores, January 2015

Figure 28: Consumer use of convenience stores, by demographics, January 2015

Older women a key opportunity for customer growth

Too low-end for the wealthy; too expensive for those on lower incomes?

Not all cities, or city districts, are the same!

The Consumer – Products Bought at Convenience Stores

Key points

Opportunities to widen product, and price-point, variety

Figure 29: Products bought at convenience stores in the last 6 months, January 2015

Product purchasing by gender and age group

Figure 30: Products bought at convenience stores in the last 6 months, by gender and age group, January 2015

Regional product mix adaptation shows potential for development

Figure 31: Products bought at convenience stores in the last 6 months, By tier one cities, January 2015

Figure 32: Products bought at convenience stores in the last 6 months, By tier two and three cities, January 2015

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The Consumer – Services Used at Convenience Stores

Key points

Much scope for widening service offerings

Figure 33: Services used at convenience stores in the last 6 months, January 2015

Uptake of service offerings by gender and age group

Figure 34: Services used at convenience stores in the last 6 months, by gender and age group, January 2015

Uptake of service offerings by city

Figure 35: Services used at convenience stores in the last 6 months, By tier one cities, January 2015

Figure 36: Services used at convenience stores in the last 6 months, By tier two and three cities, January 2015

The Consumer – Choice Factors

Key points

Beyond convenience and quality, product range and service quality are key consumer demands

Figure 37: Factors chosen by consumers when deciding which convenience store to shop at, January 2015

Key consumer demands by gender and age group

Figure 38: Factors chosen by consumers when deciding which convenience store to shop at, by gender and age group, January 2015

Figure 39: Factors chosen by consumers when deciding which convenience store to shop at, By tier one cities, January 2015

Figure 40: Factors chosen by consumers when deciding which convenience store to shop at, By tier two and three cities, January 2015

The Consumer – Store Feature Preferences

Key points

Consumers want more quality, range and competitive prices

Figure 41: Store features chosen by consumers as encouraging them to shop at a convenience store more often, January 2015

Demographics matter in convenience store business strategy

Figure 42: Store features chosen by consumers as encouraging them to shop at a convenience store more often, by gender and age group, January 2015

The richer consumers get, the more they want

Figure 43: Store features chosen by consumers as encouraging them to shop at a convenience store more often, by monthly household income group, January 2015

For convenience stores, no two cities are alike

Figure 44: Store features chosen by consumers as encouraging them to shop at a convenience store more often, By tier one cities, January 2015

Figure 45: Store features chosen by consumers as encouraging them to shop at a convenience store more often, By tier two and three cities, January 2015

The Consumer – Aspects of Stores Disliked

Key points

Poor customer service, poor hygiene and high prices are major put-offs

Figure 46: Aspects of convenience stores visited in the last 6 months that consumers dislike, January 2015

Younger consumers are those hardest to please

Figure 47: Aspects of convenience stores visited in the last 6 months that consumers dislike, by gender and age group, January 2015

The higher the income, the harder consumers are to please

Figure 48: Aspects of convenience stores visited in the last 6 months that consumers dislike, by monthly household income group, January 2015

Long queues an issue in tier one cities

Figure 49: Aspects of convenience stores visited in the last 6 months that consumers dislike, By tier one cities, January 2015

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Staff attitude and store hygiene more a lower tier issue

Figure 50: Aspects of convenience stores visited in the last 6 months that consumers dislike, By tier two and three cities, January 2015

The Consumer – Attitudes to Convenience Stores

Key points

More options, more ambience and more loyalty schemes in demand

Figure 51: Consumer attitudes to convenience stores, January 2015

Appendix – Market Size and Forecast

Figure 52: China – Total convenience store industry retail sales revenues and number of outlets, 2009-19

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