

Grocery Retailing - China - November 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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This report looks at the following areas:

- Different retailers targeting different consumption occasions
- Driving consumers' experience of shopping crucial for retailers
- "Old style" has not entirely gone out of style for young consumers

“As fundamental as their needs for grocery goods are, grocery shoppers’ habits are changing. Grocery shopping occasions will become more diverse, and consumers are becoming sophisticated and demanding. Rather than being all things for all people and competing with scale, future competition will be about identifying individual market segments and being the ‘big fish in a small pond.’”

Jaslien Che

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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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