

# Fresh Grocery Retailing - China - 2022

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## This report looks at the following areas:

- Review of the fresh grocery retailing market in 2022 and growth prospects for the next five years
- Key players' performance and noteworthy highlights in the market
- Changes in both shopping channels and monthly spending on fresh grocery products
- Factors/reasons for buying fresh groceries at wet markets and warehouse clubs
- Motivations to buy paid memberships of fresh grocery retailers

Among surveyed offline channels, community fresh grocery supermarkets still lead in usage increase, echoing findings from Mintel's Report *Fresh Grocery Retailing - China, 2021*. This highlights the opportunity of community stores, as one of the places closest to residents, under community-based economics (社区经济).

According to Mintel's *Impact of COVID-19 on Chinese Consumers - June 2022*, the proportion of consumers who have spent more on eating out continues to decrease since March, while in-home food still leads the spending increase among different sectors, indicating growing consumption needs of fresh grocery products following the resurgence of COVID-19 in 2022.

According to Mintel's *Impact of COVID-19 on Chinese Consumers - May 2022*, the percentage of respondents who were financially worse off increased from 5% in March to 8% in April and May 2022. As a result, the proportion of consumers who spent above RMB4,000 monthly on fresh groceries witnessed a decline compared to 2021, skewed towards consumers aged 18-29. Justification for premium prices of fresh products is needed amid the worsening financial situation.

High-quality product is the most attractive feature when buying fresh groceries in warehouse clubs. Meanwhile, 41% of respondents who choose high-quality



"The fresh grocery retailing market witnessed accelerated growth amid the resurgence of COVID-19 since early 2022 and upgraded demand for quality offerings."

- Roolee Lu, Associate Director

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products also will be attracted by low prices. Private label products, with a cost advantage, will have growth opportunities by offering more besides low prices.

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