

Supermarkets and Hypermarkets - China - November 2016

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“The growth of online grocery retailing is challenging the supermarket and hypermarket sector. These chains must raise their game by providing both better-quality products and service. Retailers must adapt store formats to suit changing consumer needs, and become more responsive to their online customers.”

– **Matthew Crabbe, Director of Research, Asia-Pacific**

This report looks at the following areas:

- **What future for physical stores in an online world?**
- **The chill-chain challenge**
- **The mobile grocer**
- **Making grocery shopping pleasant**

In this Report, Mintel describes how supermarkets and hypermarkets must face the new business challenge posed by rapid online grocery retail growth. It shows consumers are both willing and active online shoppers, but still often show loyalty to chain stores, yet increasingly want better-quality products, services and incentives. Consumers are buying more different grocery products online, including fresh, chilled and frozen foods, which presents a logistical challenge to the online retail sphere for home delivery – a challenge to which physical store chains still have the advantage, thanks to their existing logistics networks. This Report also shows how consumers are becoming choosier about where they shop, and how they have diversifying needs, according to their lifestyles and how they shop, including via mobile phones. Also covered are some of the innovative ways in which both retailers and brands are engaging with consumers online directly to create new business opportunities.

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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

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- The market
- Growth slower than overall retail sales
 - Figure 1: China – Total market value for physical store grocery retail sales, 2011-21
- Companies and brands
 - Figure 2: China – Top 10 supermarket and hypermarket retailers’ value market share, 2014 and 2015
- Market shares being squeezed
- The consumer
- Grocery shopping now as much online as in-store
 - Figure 3: Retail channels shopped from by consumers in the past six months, July 2016
- Consumers trying online fresh, chilled and frozen food shopping
 - Figure 4: Products bought from supermarkets and/or hypermarkets and/or online retailers in the last six months, July 2016
- Convenience remains the key channel choice motive
 - Figure 5: Reasons for choosing to shop at supermarkets, hypermarkets or online grocers in the last six months, July 2016
- Food safety remains the top differentiator
 - Figure 6: Factors important to consumers when deciding which supermarket, hypermarket or online grocery retailer to shop at, July 2016
- Grocery shopping can still be an enjoyable experience
 - Figure 7: Consumer preferences when shopping at supermarket, hypermarket or online grocery retailers, July 2016
- Private label proves its potential
 - Figure 8: Consumer attitudes towards shopping at supermarket, hypermarket or online grocery retailers, July 2016
- Key consumer groups
 - Figure 9: Key consumer groups based on consumer attitudes towards shopping at supermarket, hypermarket or online grocery retailers, July 2016
- What we think

Issues and Insights

- What future for physical stores in an online world?
 - The facts
 - The implications
- The chill-chain challenge
 - The facts
 - The implications
- The mobile grocer
 - The facts
 - The implications

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Making grocery shopping pleasant

The facts

The implications

The Market – What You Need to Know

Slow but steady ahead

The rise of online grocery

Online, mobile, social and virtual

First city, then suburb, now countryside

Market Size and Forecast

Physical stores facing slowing growth

Figure 10: China – Total market value for physical store grocery retail sales, 2011-21

Online impact

Figure 11: China – Total online retail market value, 2011-21

Market Segmentation

The rise of online grocery

Figure 12: China – Grocery retail outlet numbers and sales value, by sector, including online grocery retail, 2012-16

Channels to Market

The push to grow online grocery

Figure 13: China – Online retail sales value, by sector, 2012-16

Figure 14: China – Online retail sales value % share, by sector, including online grocery retail, 2012-16

Creating new competition

Social media shopping

Figure 15: Monthly active users of QQ, Qzone, WeChat and Sina Weibo, December 2013-15

Can retailer-owned shopping sites succeed?

Market Drivers

The wider consumer economy

Figure 16: China – Total retail sales and consumer expenditure share of GDP, 2011-15

The pocket supermarket

Figure 17: China – Mobile internet users, shoppers and mobile online shopping market value, 2011-16

Opening up the rural market

Figure 18: China – Rural population and poverty, 2005-25

Figure 19: Average rural and urban per capita disposable household income, 2010-14

Rural online

Taobao villages

Companies and Brands – What You Need to Know

Leading chains losing share

Targeting higher value and wider spread

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Market Share

Market shares being squeezed

Figure 20: China – Top 10 supermarket and hypermarket retailers’ value market share, 2014 and 2015

Figure 21: China – Top 10 grocery retailers’ value retail turnover, 2014 and 2015

China Resources leading by store numbers

Figure 22: China – Top 10 grocery retailers’ market share, by store numbers, 2014 and 2015

Figure 23: China – Top 10 grocery retailers’ outlet numbers, 2014 and 2015

Ranking by revenue per outlet

Figure 24: China – Top 10 grocery retailers’ average sales revenue per outlet, 2014 and 2015

Ranking of leading online retailers

Figure 25: China – Leading online B2C retail portals’ share of market value, 2014 and 2015

Figure 26: China – Top three online B2C retail portals’ share of market value, 2014 and 2015

Competitive Strategies

Bricks-to-clicks cooperation

Bricks-to-clicks versus clicks-to-bricks

Food companies going direct to consumers online

The rise of the high-end greengrocers

Pagoda: China’s premier greengrocer chain

FruitDay: financing greater expansion

Private label

High-end supermarkets

Cross-border online competition

Geographical expansion

Could mobile grocery trucks make a comeback?

The Consumer – What You Need to Know

Grocery goes online

Fresh and frozen food find online favour

Convenience remains key to channel choice

Food safety remains paramount

Accentuate the enjoyment

Promoting private label

Key consumer groups

Channels Used for Grocery Shopping

Grocery goes online

Figure 27: Retail channels shopped from by consumers in the past six months, July 2016

The online/offline grocery gender and age gap

Figure 28: Retail channels shopped from by consumers in the past six months, by age and gender, July 2016

What People Buy by Channel

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Online makes inroads into fresh and frozen food sales

Figure 29: Products bought from online retailers in the last six months, compared with the previous year, July 2015 and July 2016

Figure 30: Products bought from supermarkets and/or hypermarkets and/or online retailers in the last six months, July 2016

Older women lead fresh food online shopping

Figure 31: Products bought from online retailers for home delivery in the last six months, by gender and age, July 2016

Online food shopping driven by income

Figure 32: Products bought from supermarkets and/or hypermarkets and/or online retailers in the last six months, by monthly household income group, July 2016

Reasons for Shopping

Convenience, convenience, convenience!

Figure 33: Reasons for choosing to shop at supermarkets, hypermarkets or online grocers in the last six months, July 2016

Shopping reasons by gender and age group

Figure 34: Reasons for choosing to shop at supermarkets, hypermarkets or online grocers in the last six months, by gender and age, July 2016

Factors Influencing where People Shop

Food safety sensitivity increases

Figure 35: Factors important to consumers when deciding which supermarket, hypermarket or online grocery retailer to shop at, by important choice factors when deciding which supermarkets/hypermarkets to visit, July 2016 and July 2015

Figure 36: Factors important to consumers when deciding which supermarket, hypermarket or online grocery retailer to shop at, July 2016

Key choice factors by income group

Figure 37: Factors important to consumers when deciding which supermarket, hypermarket or online grocery retailer to shop at, by monthly household income group, July 2016

Shopping Preferences

Most people still enjoy shopping

Figure 38: Consumer preferences when shopping at supermarket, hypermarket or online grocery retailers, July 2016

Preferences differ sharply by gender

Figure 39: Consumer preferences when shopping at supermarket, hypermarket or online grocery retailers, by gender and age, July 2016

High income, high integration

Figure 40: Consumer preferences when shopping at supermarket, hypermarket or online grocery retailers, by monthly household income group, July 2016

Attitudes towards Grocery Shopping

Big potential for private label

Figure 41: Consumer attitudes towards shopping at supermarket, hypermarket or online grocery retailers, July 2016

Attitudes towards online grocery shopping by income

Figure 42: Consumer attitudes towards mobile grocery shopping at supermarket, hypermarket or online grocery retailers, by monthly household income group, July 2016

Attitudes towards speed and convenience by income

Figure 43: Consumer attitudes towards convenience/speed of grocery shopping at supermarket, hypermarket or online grocery retailers, by monthly household income group, July 2016

Attitudes towards quality by income

Figure 44: Consumer attitudes towards quality of grocery shopping at supermarket, hypermarket or online grocery retailers, by monthly household income group, July 2016

Attitudes towards service and loyalty by income

Figure 45: Consumer attitudes towards service and loyalty when grocery shopping at supermarket, hypermarket or online grocery retailers, by monthly household income group, July 2016

Key Consumer Groups

Key consumer groups

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Figure 46: Key consumer groups based on consumer attitudes towards shopping at supermarket, hypermarket or online grocery retailers, July 2016

Fresh produce seekers

Who they are

What they like

How to market to them

Convenience-driven shoppers

Who they are

What they like

How to market to them

Quality-driven shoppers

Who they are

What they like

How to market to them

Figure 47: Key consumer groups based on consumer attitudes towards shopping at supermarket, hypermarket or online grocery retailers, by consumer segmentation, July 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Total luxury retail market value

Figure 48: China – Total grocery outlet retail sales value, 2011-21

Forecast Methodology

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