

Convenience Stores - China - July 2019

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“The convenience store sector has maintained vibrant double-digit growth, even at a challenging time for brick-and-mortar retail, thanks to consumers’ continuous pursuit of time efficiency, availability, and instant fulfilment.”

– **Scarlett Zhao, Associate Research Analyst**

This report looks at the following areas:

- **A new leisure venue and community space for city dwellers**
- **Better understand and reward loyal customers**
- **Introduce themed/pop-up stores to differentiate from competitors**

Ready meals and freshly made beverages in c-stores are winning over Chinese consumers as they provide a quick and economical option for proper meals and afternoon tea. C-store brands should explore the possibility of positioning themselves as relaxing third spaces in cities to better serve local communities and busy office workers.

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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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