

Supermarkets and Hypermarkets - China - May 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

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"Already facing competition in more developed markets, supermarket and hypermarket chains are now also facing competition from the rapid growth of online grocery retail. This is creating a need for innovation among retailers. New store formats are emerging to meet local market needs in larger cities, and as chains penetrate into smaller cities."
 – Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

This report covers the retail sale of food and non-food products through supermarket and hypermarket outlets within the People's Republic of China. These outlets are defined as:

- Supermarkets: Modern chain grocery (food and non-food) retail outlets with sales areas of between 300m2 and 5,999m2.
- Hypermarkets: Modern chain grocery (food and non-food) retail outlets with sales areas of 6,000m2 and above.
- Warehouse stores: Modern chain grocery (food and non-food) retail outlets that require shoppers to become members and hold a membership card before they can use the store – usually, but not exclusively, for business owners.
- Modern grocery: Includes all of the above plus convenience stores (included only as a comparison against the core market), which are defined as being modern chain grocery (food and non-food) retail outlets with sales areas of less than 300m2.
- Online grocery: Online retail businesses that sell both food and non-food products.

Retail chains are increasingly finding they can no longer ignore online grocery retail, and are developing their own online retail sites. The growth in mobile online retail is also challenging retailers to embrace the opportunities for customer interface through these new technologies.

Increasingly demanding of convenience and product quality, rising average incomes are also making consumers more demanding in terms of their in-store shopping experience. Store ambience and good customer service are areas where retailers now find they need to improve their offering in order to stand out in an increasingly crowded market.

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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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