

## Supermarkets and Hypermarkets - China - November 2015

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“The supermarket and hypermarket sector is trending more towards smaller, community supermarkets at the same time that online grocery shopping is seeing rapid growth and strong consumer uptake.”  
– Matthew Crabbe – Director of Research, Asia-Pacific

This report looks at the following areas:

- Getting local
- Facing the online challenge
- Who needs stores?

Retailers must significantly adjust their business models to adapt to these changes, and integrate both physical store and online channels better suited to quickly changing consumer shopping habits. These changes should be seen as an opportunity to enter new geographical markets, including in lower tier cities, and to develop more private label products, as private label is now gaining consumer interest.

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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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Mintropolitans make the best shoppers!

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