



Euromonitor
International

General Merchandise Stores in China

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Table of Contents

General Merchandise Stores in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores sees only a modest rebound

Variety stores sees more robust growth

Intime increases its share as it adapts to the changing landscape

PROSPECTS AND OPPORTUNITIES

Low growth forecast for department stores, but opportunities remain

Variety stores set to perform well by offering lower prices

Enhancing customer loyalty will be important for players in variety stores

CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 5 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Retail in China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Boosting consumption remains a major challenge

No clear boundary between online retailers and offline retailers

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

618 Shopping Festival and Double 11 Shopping Festival

Shanghai May 5th Shopping Festival

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 - Sales in Retail Offline by Channel: Value 2018-2023

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 32 - Retail GBO Company Shares: % Value 2019-2023
Table 33 - Retail GBN Brand Shares: % Value 2020-2023
Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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