

Discounters in China

March 2024

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Discounters in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust demand for discounters
Small store strategy first and foremost
More players are entering the channel

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Ample growth potential for hard discounters from a low base over the forecast period
Localisation will remain important
Private label is an area with growth potential

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No clear boundary between online retailers and offline retailers
What next for retail?

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