

# Small Local Grocers in China

March 2024

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## Small Local Grocers in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers returns to growth as the pandemic ends  
Outlet numbers continue to decline, and pre-pandemic level of sales not achieved  
Small local grocers remains a highly fragmented channel

#### PROSPECTS AND OPPORTUNITIES

Small local grocers set to see value growth  
Challenges to growth as younger generations prefer modern grocery retailers  
More players will leverage digital tools to get ahead

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

### OPERATING ENVIRONMENT

Informal retail  
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