

# Yonghui Superstores Co Ltd in Retailing (China)

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## Abstracts

Yonghui Superstores Co Ltd has seen a strong performance, in spite of challenges from e-commerce. With strong direct sourcing capacity, Yonghui focuses on fresh food products. It is endeavouring to implement new retailing strategies through strategic cooperation with JD.com and Tencent. It is also making efforts in terms of store innovation and expansion of its new business, Super Species, by integrating retailing and foodservice formats.

Euromonitor International's Yonghui Superstores Co Ltd in Retailing (China) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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