

China Supermarket Industry Report, 2008

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Abstracts

According to the “Classification of Retailing Forms” issued by Ministry of Commerce in 2004, china’s retail industry was classified into 17 categories including grocery, discount store, convenience store, supermarket, hypermarket and department store etc. This report only refers to the supermarkets with operation area below 6,000 sq m, whose customers are usually the neighboring residents, and the ones with operation area over 6,000 sq m, which are usually located at the city centers.

In China, the supermarket revenue is mainly gained from directly selling and charging various fees from suppliers such as access fee, special shelf-display fee, sponsorship fee and anniversary-celebrate fee etc.

Based on the authoritative statistics from the State Information Center, the National Bureau of Statistics and China Supermarket Association, this report gives an in-depth analysis of China supermarket industry.

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