

# Research Report on China Supermarket Private Brand Commodities, 2017-2021

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## Abstracts

### Report Summary

The business revenue after tax of entity supermarkets was CNY 2.9 trillion with an increase of 4.1% YOY in 2015, of which the hypermarkets, common supermarkets and convenience stores were respectively CNY 0.7 trillion with an increase of 5.2 % YOY, CNY 2.1 trillion with an increase of 3.5% YOY and CNY 0.06 trillion with an increase of 7.6% YOY. Meanwhile, it is expected to reach CNY 3.3 trillion with a compound growth rate of 2.4% by the end of 2020, of which the hypermarkets, common supermarkets and convenience stores are respectively CNY 0.8 trillion with an increase of 3.1 % , CNY 2.3 trillion with an increase of 2.0% and CNY 0.08 trillion with an increase of 5.4%.

The transaction amount of supermarket commodity e-commerce was CNY 212.5 billion with an increase of 41.0% YOY and a penetration rate of 6% in 2015. Meanwhile, it is expected to reach CNY 515.8 billion with a compound growth rate of 19.4% and a penetration rate of 13.6% in 2020. The business of foreign-owned TESCO was sold to China Resources in 2014.

Meanwhile, market shares of Carrefour (China) declined for five consecutive years and 18 stores were closed in 2015, which shows its possible retreat as well as dependency on global market for profits in China. Foreign-owned markets without breakthrough in local fields will be phased out in China, leading to higher shares of domestic enterprises.

This report analyzes the development status and characteristics of private brand commodities together with some suppliers of major supermarkets in China. It provides valuable reference to operators and suppliers concerning the market status,

development trend and investment opportunities of supermarket private brand commodities in China.

Through this report, readers can acquire the following information:

Development Environment of Supermarket Private Brand Commodities in China

Definition and Classification of Supermarket Private Brand Commodities

Research Methods of the Report

Analysis on Supply and Demand of Supermarket Private Brand Commodities in China

Analysis on Competition Status of Supermarket Private Brand Commodities in China

Development Opportunities and Driving Forces Faced by Supermarket Private Brand Commodities in China

Risks and Challenges in Development of Supermarket Private Brand Commodities in China

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