



Euromonitor
International

Retail in China

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Aldi Elevates Value Perception with Gourmet Private Label Launch

Chart 2 - Aldi Introduces Gourmet Series: the Evolution of Discounters From Price to Value

Bailian Group Transforms Department Store into Youth Lifestyle Hub

Chart 3 - Bailian Group Launches Zx Zaoquchang as a Premier Acg Lifestyle Destination

Pop-Up Events and Curated Fairs Revitalise Informal Selling

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Outpaces All Channels as Instant Retail Expands

Chart 6 - Jd.Com'S Entry into Food Delivery Reshapes China'S Instant Retail (O2o) Landscape

Ai-Powered Personalisation and Experiential Spaces Transform Offline Engagement

Cautious Spending and Evolving Values Drive New Strategies for Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bytedance and Jd.Com Accelerate Share Gains as Alibaba Pivots to Instant Retail

Chart 9 - Competitive Landscape for Retail

Alibaba'S Divestments and Instant Delivery Reshape Competitive Strategies

Chart 10 - Instant Tax Refund Boosts Foreign Shopper Spending in China

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Convenience Stores Displays Resilience

Shizu Leverages Social Content to Drive In-Store and Online Engagement

Easy Joy Deepens Instant Retail Partnerships for 15-Minute Delivery

Chart 20 - Easy Joy Expands Instant Retailing Business

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Easy Joy and Meiyijia Leverage Dense Store Networks to Outpace Rivals

Chart 23 - What's Next? for Convenience Retailers

O2o Retailing and Ai Integration Redefine Convenience and Cost Efficiency

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Meiyijia Expands Regional Network as Easy Joy Pivots to Private Label

Chart 26 - Meiyijia Expands Store Network

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Supermarkets in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Rt Super Leverages Private Label and Low Prices to Boost Value Growth

Chart 36 - Rt Super Meets Value Trend with 1+1 Private Labels and Everyday Low Prices

Chart 37 - Value Sales 2020-2030

WHAT'S NEXT?

Wumart Introduces Value Format to Address Cautious Spending and Unlock Growth

Chart 38 - What's Next? for Supermarkets

Meituan and Jd Now Partnerships Shift Supermarkets Towards Omnichannel Convenience

Lianhua and Wumart Respond to Value-Seeking Behaviour with Private Label Expansion

Chart 39 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Lianhua Supermarket Holdings Co Ltd Leverages Neighbourhood Integration While Freshippo Expands Reach

Chart 40 - Lianhua Implements 15-Minute Convenience Living Circle Strategy

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Wal-Mart'S Focus on Healthy Value Products Drives Loyalty

Pupu Supermarket'S Offline Move Redefines Convenience and Loyalty

Chart 50 - Facing Expanding Instant Retail Landscape, Pupu Supermarket Goes Physical

Chart 51 - Value Sales 2020-2030

WHAT'S NEXT?

Sun Art Retail Expands Fulfilment Centres to Address Shifting Consumer Needs

Chart 52 - What's Next? for Hypermarkets

Private Label Expansion Intensifies Competition as Retailers Prioritise Supply Chain Strength

Chart 53 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Sun?Art Retail Boosts Leadership with Targeted Store Transformation

Alibaba Exit and Store Upgrades Reshape Competitive Opportunities

Chart 54 - Wal-Mart Upgrades Its Private Label Offer, Focusing on Health and Value for Money

Chart 55 - Company Shares 2025

Chart 56 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Hypermarkets

Chart 58 - Real Gdp Growth 2020-2030

Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Hypermarkets

Chart 61 - Population 2020-2030

Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 63 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Freshippo and Aldi Accelerate Expansion to Capture Value-Seeking Households

Aldi Elevates Private Label to Drive Loyalty and Premiumisation

Chart 64 - Aldi Introduces Gourmet Series: the Evolution of Discounters From Price to Value

Chart 65 - Value Sales 2020-2030

WHAT'S NEXT?

Aldi and Hotmaxx Drive Value-Focused Expansion beyond Major Cities

Chart 66 - Freshippo Neighbour Business Reshapes Discounters for Nearby Community

Private Label Innovation Elevates Consumer Trust and Loyalty

Chart 67 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Aldi Expands Reach and Private Label to Capture Share From Hotmaxx

Chart 68 - Competitive Landscape for Discounters

Chart 69 - Company Shares 2025

Chart 70 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 71 - Economic Context for Discounters

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Discounters

Chart 75 - Population 2020-2030

Chart 76 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Wet Markets Introduce Smart Features to Retain Footfall

Prepared Foods and Dining Zones Boost Consumer Engagement

Chart 77 - Value Sales 2020-2030

WHAT'S NEXT?

Wet Markets Upgrade Services as Shoppers Demand Convenience

Chart 78 - What's Next? for Small Local Grocers

Community Trust and Digital Upgrades Sustain Rural Store Resilience

Chart 79 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Lack of Consolidation Signals Ongoing Fragmentation and Limited Change

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Small Local Grocers

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Small Local Grocers

Chart 86 - Population 2020-2030

Chart 87 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Miniso and Kkv Drive Value-Led Expansion as Growth Stalls

Bailian Group Reimagines Retail Space to Capture Youth Demand

New World Daimaru Department Store Pioneers Instant Tax Refunds to Convert Tourists into Shoppers

Chart 89 - New World Daimaru Department Store Pioneers Self-Service Tax Refund Kiosks in Shanghai

Chart 90 - Value Sales by Category 2025

WHAT'S NEXT?

Variety Stores Accelerates Expansion as Department Stores Plateau

Chart 91 - What's Next? for General Merchandise Stores

Retailers Embrace Fandom and Experience to Drive Loyalty and Footfall

Chart 92 - Forecast Value Sales 2020-2030

Chart 93 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Skp and Miniso Accelerate Growth as Others Lose Ground

Chart 94 - Bailian Group Launches Zx Zaoquchang as a Premier Acg Lifestyle Destination

Chart 95 - Company Shares 2025

Chart 96 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 97 - Economic Context for General Merchandise Stores

Chart 98 - Real Gdp Growth 2020-2030

Chart 99 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 100 - Consumer Context for General Merchandise Stores

Chart 101 - Population 2020-2030

Chart 102 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 103 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Heilan Home Leverages Instant Delivery to Redefine Retail Speed

Chart 104 - Heilan Home Integrates over 5,000 Stores into Jd Instant Delivery Network

Sasseur and Florentia Village Drive Outlet Success with Value Focus

Chart 105 - Value Sales 2020-2030

WHAT'S NEXT?

Domestic Brands Boost Agility as Digital Strategies Reshape Competition

Chart 106 - What's Next? for Apparel and Footwear Specialists

Flagship Stores and Collaborations Redefine Fast-Fashion Resilience

Chart 107 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Bosideng Captures Growth as Fast-Fashion Brands Lose Relevance

Chart 108 - Bosideng Pivots Towards Premium, Fashion-Forward Offer

Chart 109 - Company Shares 2025

Chart 110 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 111 - Economic Context for Apparel and Footwear Specialists

Chart 112 - Real Gdp Growth 2020-2030

Chart 113 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 114 - Consumer Context for Apparel and Footwear Specialists

Chart 115 - Population 2020-2030

Chart 116 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Appliances and Electronics Specialists in China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 117 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Five Star Accelerates Replacement Demand with Trade-In Subsidies

Suning Integrates Instant Retail to Capture On-Demand Shoppers

Chart 118 - Suning Expands Appliances and Electronics into Instant Retail on Meituan and Ele.Me

Chart 119 - Value Sales 2020-2030

WHAT'S NEXT?

Energy-Efficient and Smart Appliances Drive Premium Upgrades

Chart 120 - What's Next? for Appliances and Electronics Specialists

Trade-In Policies and Store Experience Shape Future Sales Windows

Chart 121 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Five Star Extends Lead as Rivals Chase Omnichannel Innovation

Chart 122 - Five Star Leverages Trade-In Subsidies to Drive Growth in Kunming

Chart 123 - Company Shares 2025

Chart 124 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Appliances and Electronics Specialists

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Appliances and Electronics Specialists

Chart 129 - Population 2020-2030

Chart 130 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Products Specialists in China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 131 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Oppein Deepens Overseas Reach to Diversify Amid Domestic Headwinds

Suofeiya Streamlines Custom Home Experiences with Ai-Powered Platforms

Chart 132 - Suofeiya Enhances Custom Home Retail with Its Ai Platform

Chart 133 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Demand Integrated Solutions

Chart 134 - What's Next? for Home Products Specialists

Trade-In Policies and Renovation Demand Reshape Retail Models

Chart 135 - Forecast Value Sales 2020-2030

Chart 136 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Oppein'S Store Closures Accelerate Share Loss as Digital-First Rivals Gain Ground

Chart 137 - Oppein Expands Overseas with Rta Modular Kitchens Targeting Diy Consumers

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 140 - Economic Context for Home Products Specialists

Chart 141 - Real Gdp Growth 2020-2030

Chart 142 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 143 - Consumer Context for Home Products Specialists

Chart 144 - Population 2020-2030

Chart 145 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 146 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Doctor Glass Transforms Sales with Livestream and In-Store Integration

Guangdong Da-Shen-Lin Expands Reach by Acquiring Hunan Huaiaren Pharmacy

Livestream Selling and O2o Unlock New Growth for Doctor Glass

Chart 147 - Doctor Glass Accelerates Growth via Douyin Livestreaming

Chart 148 - Value Sales 2020-2030

Chart 149 - Value Sales by Category 2025

WHAT'S NEXT?

Yifeng Pharmacy Accelerates Consolidation to Outpace Smaller Rivals

Leveraging Omnichannel Integration to Boost Engagement

Chart 150 - What's Next? for Health and Beauty Specialists

Rising Demand for Professional Guidance Shapes Future Profitability

Chart 151 - Forecast Value Sales 2020-2030

Chart 152 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Guangdong Da-Shen-Lin Drives Consolidation as Sasa Exits and Rivals Adapt

Chart 153 - Guangdong Da-Shen-Lin Acquires 20% Stake in Hunan Huairen Pharmacy Chain

Chart 154 - Company Shares 2025

Chart 155 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 156 - Economic Context for Health and Beauty Specialists

Chart 157 - Real Gdp Growth 2020-2030

Chart 158 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 159 - Consumer Context for Health and Beauty Specialists

Chart 160 - Population 2020-2030

Chart 161 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

VendingSummary

INDUSTRY PERFORMANCE

Pop Mart'S Blind-Box Toys Drive Repeat Purchases through Vending Machines

Pop Mart Transforms Vending with Technology and Youth Engagement

Chart 162 - Value Sales 2020-2030

Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Pop Mart Turns Vending Machines into Interactive Experiences

Drinks Vending Outpaces Others as Smart Technology Reshapes Demand

Ai-Driven Vending Transforms Retail Engagement and Operational Efficiency

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pop Mart Drives Share Gains through Viral Blind-Box Surge

Chart 166 - Competitive Landscape for Vending

Chart 167 - Company Shares 2025

Chart 168 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Vending

Chart 170 - Real Gdp Growth 2020-2030

Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Vending

Chart 173 - Population 2020-2030

Chart 174 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 175 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Growth of Foods Direct Selling Signals Shift in Consumer Priorities

Amway Leverages Edutainment to Rebuild Trust and Boost Engagement

Chart 176 - Amway'S Health Comedy Series with Beijing Tv Breaks Barriers in Health Education

Chart 177 - Value Sales 2020-2030

Chart 178 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Companies Intensify Transparency Efforts to Restore Consumer Trust

Nutritional and Wellness-Focused Players Outperform as Health Drives Resilience

Hybrid Selling and Digital Tools Modernise Engagement While Preserving Personal Touch

Chart 179 - Forecast Value Sales 2020-2030

Chart 180 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amway Transforms Trust and Experience to Extend Sales Lead

Chart 181 - Competitive Landscape for Direct Selling

Chart 182 - Company Shares 2025

Chart 183 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 184 - Economic Context for Direct Selling

Chart 185 - Real Gdp Growth 2020-2030

Chart 186 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 187 - Consumer Context for Direct Selling

Chart 188 - Population 2020-2030

Chart 189 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 190 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Douyin and Xiaohongshu Turn Content into Sales Growth

Taobao Instant Commerce Leverages O2o to Capture On-Demand Demand

Chart 191 - Ele.Me Rebrands as Taobao Instant Commerce, Driving Alibaba's Core Instant Retailing
Xiaohongshu'S Friendly Market Builds Trust to Boost Conversion
Chart 192 - Value Sales 2020-2030
Chart 193 - Value Sales by Category 2025

WHAT'S NEXT?

Alibaba, Meituan and Jd Drive Instant Retail Expansion to Meet Demand for Speed and Convenience
Marketplace Platforms Secure Dominance as Instant and O2o Retail Accelerate
Chart 194 - What's Next? for Retail E-Commerce
Ai-Powered Personalisation and Immersive Experiences Deepen User Loyalty and Drive Business Model Evolution
Chart 195 - Forecast Value Sales 2020-2030
Chart 196 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bytedance Leverages Live Streaming to Narrow the Gap with Alibaba
Chart 197 - Content-Driven Platforms Like Douyin Reach New Consumer Segments
Chart 198 - Company Shares 2025
Chart 199 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 200 - Economic Context for Retail E-Commerce
Chart 201 - Real Gdp Growth 2020-2030
Chart 202 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 203 - Consumer Context for Retail E-Commerce
Chart 204 - Population 2020-2030
Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-china/report.