

# China Supermarket Industry Report, 2008



- 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, customers are usually the neighboring residents and the ones with operation area over 6,000 sq m, usually locate 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.

## Supermarket Access Fee in China

Access fee	CNY1000-10000 per time
New-arrivals-launching fee	CNY200 per unit
Promotion management fee	CNY 150 per unit
DM fee	CNY400 per time
Anniversary-celebrate fee	CNY2000-10000
Sponsorship fee	CNY2000-10000

Source: ResearchInChina

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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# How to Order

Product Details			How to Order
License	USD	File	By email:
Single User License	1,500	PDF	<a href="mailto:report@researchinchina.com">report@researchinchina.com</a>
Enterprise Wide	2,300	PDF	By fax:
Publication Date: Dec. 2008			86-10-82600829
			By online:
			<a href="http://www.researchinchina.com">www.researchinchina.com</a>
For more information, please contact us at <a href="mailto:report@researchinchina.com">report@researchinchina.com</a> , or at ++86-10-82600828			