



# 26-28 April 2017

Shanghai's International Trade Fair for Solutions and Trends all about Retail

上海国际零售业设计与设备展  
引领潮流的一站式解决方案

Shanghai, China · www.c-star-expo.com

Population 1,379 million  
Currency Renminbi  
Languages Chinese & English  
Inflation rate 2,0%  
(in 2016) (in comparison to previous year)

## Key Facts Economy



### Economic Growth

GDP in USD-\$ bn, actual rate of economic growth in %

2016: 11,392 + 6.6

2017: 12,362 + 6.2

### GDP per capita

2016 & 2017 in USD \$

8,261

+ 668

8,929

### Proportion of GWP

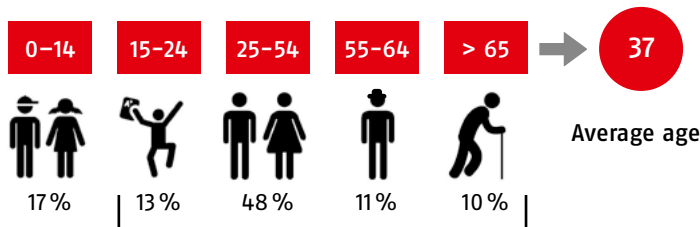
2016, purchasing power



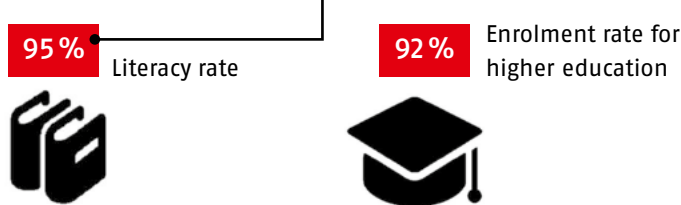
## Key Facts Population

### Population Structure

Age groups shown as a percentage of the total population

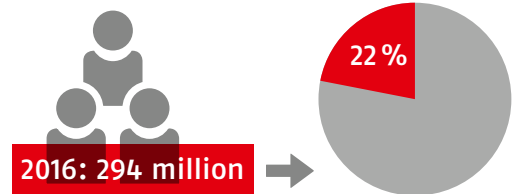


### Level of Education



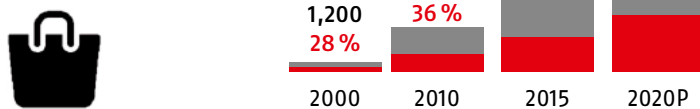
### The Middle Class

Proportion of the population with an income ranging between 10 and 50 USD \$ per day



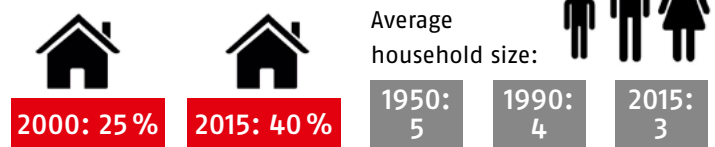
### Growth in Private Consumption

Personal consumption as a proportion of the GDP in bn USD \$

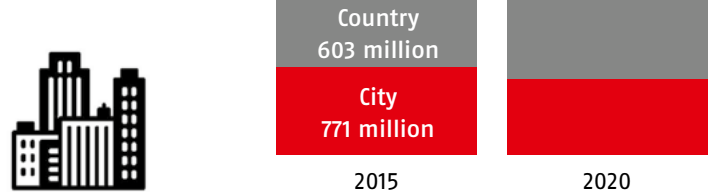


### Smaller households

Proportion of one and two person households as a percentage of all Chinese households



### Urbanisation



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Sources: National Bureau of Statistics of China, AT Kearney, Boston Consulting Group, Bain & Company, IMF, UNICEF, PEW, United Nations, GTAI, Prologue Asia Pacific Ltd., Eurasia Global Ltd., eMarketer, World Economic Forum, World Bank, R&D Scorbard, Planet Retail.





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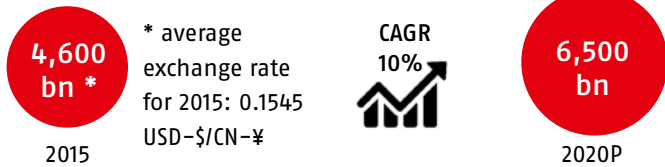
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## The Chinese Market for Retail

### Market Volume

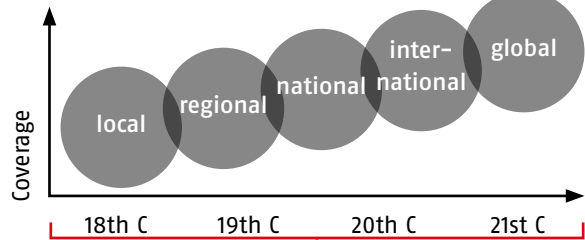
Turnover in USD \$, compound annual growth rate [CAGR]



**1<sup>st</sup>** The biggest retail market in the world, based on turnover

China will surpass the USA from 2018 and will become the world's biggest retail market!

### Development of Retail



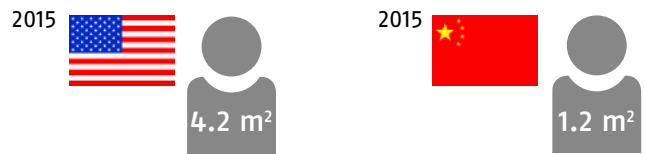
The transformation of retail into the format that we know today developed **over 150 years** in the west. The Chinese retail market raced to this level of development **in roughly 40 years**, around **four times** faster!

### Companies, Employees and Retail Space



In China's retail market there are over **90,000** companies with around **7 million** employees operating over a surface area of roughly **327 million m<sup>2</sup>**.

### Retail space per capita



### Food Retail Industry

27%



The food market constitutes just under **1/3 of turnover** and will also be the largest and most important segment of Chinese retail in the future!

## "Food drives retail!"

### 2016 Global Retail Development Index™



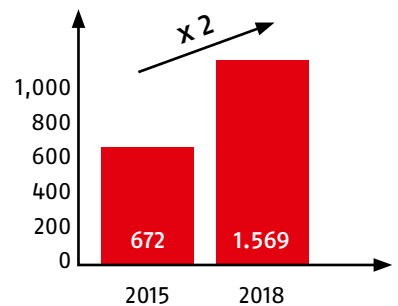
According to the GRDI, the Chinese retail market remains on top!

### What does the GRDI do?

The GRDI uses macroeconomic and retail-specific factors to find and rank the top 30 countries in the world for retail investment.

### E-Commerce

Turnover in bn USD \$



Thus, online retail will constitute more than **20%** of total turnover for retail by 2020.

What effects will the growing online segment have?  
Competitive online retailers will beat out non-competitive retailers and competitive retailers will beat out non-competitive online retailers!

### Market Saturation

Index of the top 30 Countries in the World for Retail Investment, 2015

Index value I = {0-100}

I<sub>China</sub> = 100

China wins **first place** with an index value of 100: thus, the market is **not yet saturated and is rich in potential!**

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Sources: National Bureau of Statistics of China, AT Kearney, Boston Consulting Group, Bain & Company, IMF, UNICEF, PEW, United Nations, GTAI, Prologue Asia Pacific Ltd., Eurasia Global Ltd., eMarketer, World Economic Forum, World Bank, R&D Scorbard, Planet Retail.

