



Top 5 Grocery Stores

18-34 Year Olds vs. 35-54 Year Olds

- Walmart tops the list among Chinese consumers in both 18-34 age bracket and 35-54 age bracket for favorite grocery stores, likely due to its good reputation and product variety.



18-34

1

Walmart

21.3%

2

Carrefour

15.0%

3

DaRunFa

12.2%

4

CRC

5.6%

5

Hualian

4.9%



35-54

1

Walmart

15.0%

2

Carrefour

14.9%

3

DaRunFa

14.8%

4

CRC

5.8%

5

Hualian

4.9%

Question: Where do you buy your Groceries most often?

Source: ProsperChina™ Q4-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



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