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# Top 100 Retailers in Asia 2020

DEEPIKA CHANDRASEKAR AND CLARE LEE





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# Asia Pacific as an Innovation Hub

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2019 was another year of growth for the retailing industry in Asia Pacific. What set the region apart from other markets was the proliferation of new types of brick-and-mortar and e-commerce retailing formats and new brands experimenting with various innovations in order to win the local young, and increasingly tech-savvy, population. The rapid uptake of social media in Asia Pacific, thanks to consumer segments such as millennials and Generation Z, has been a major factor in the rise of social commerce.

The Asia Pacific region offers businesses great growth opportunities and profitability, due to its large working-age population, a critical mass of highly-educated people, an expanding middle class and modernisation efforts, all of which are boosting consumer expenditure and increasing demand for online retailing and e-commerce.

Demographic dividend and fast-paced digital connectivity are key differentiators allowing the region to surpass other countries by paving the way for more innovative accessible services, customised products and experiences as well as creating unique digital marketplaces in the region.

However, the cultural, political, economic and religious differences which make the region so diverse, call for a more localised and targeted country-level strategy rather than a regional strategy to reflect the varied composition of the region. The vast unbanked population in the region, for example in the Philippines, Indonesia, Vietnam and rural areas offer further opportunities for companies to develop solutions that can speed up the inclusion of underserved consumer segments by encouraging widespread digital adoption with the help of fintech operators to unlock huge revenue potential.

Japan, India and China are the three key markets that stand out with strong foundations for growth, respectively through demographic specifics (Japan), continued strong domestic consumption (India) and the level of digital and technological advancement of the local economy (China).

# The Asian Landscape: Top 100 Retailers in Asia Pacific

## Top 100 Companies within Retailing, Asia Pacific

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Alibaba Group Holding Ltd	1 <span>◆</span>	259,418	317,176
JD.com Inc	2 <span>◆</span>	182,412	215,619
Seven & I Holdings Co Ltd	3 <span>◆</span>	78,413	80,991
AEON Group	4 <span>◆</span>	68,477	69,310
Suning.com Co Ltd	5 <span>◆</span>	41,506	47,157
Amazon.com Inc	6 <span>◆</span>	38,262	38,992
Pinduoduo Inc	7 <span>▲</span>	15,682	38,608
Walmart Inc	8 <span>▼</span>	31,349	32,956
Lotte Group	9 <span>▼</span>	27,399	25,538
Shinsegae Co Ltd	10 <span>▼</span>	25,622	24,970
FamilyMart Co Ltd	11 <span>▼</span>	21,893	23,084
Vipshop Holdings Ltd	12 <span>◆</span>	16,420	18,097
Lawson Inc	13 <span>▼</span>	16,564	17,562
Fast Retailing Co Ltd	14 <span>▼</span>	15,802	16,316
Rakuten Inc	15 <span>▲</span>	15,450	15,966
Japan Consumers Cooperative Union	16 <span>▲</span>	14,784	15,144
Yamada Denki Co Ltd	17 <span>▲</span>	14,430	14,568
China Resources Holdings Co Ltd	18 <span>▼</span>	15,695	14,559
Coupang LLC	19 <span>▲</span>	7,024	14,259
Auchan Group SA	20 <span>▼</span>	15,458	14,188
eBay Inc	21 <span>▼</span>	14,585	14,185
Pan Pacific International Holdings Corp	22 <span>▼</span>	13,658	13,414
GOME Electrical Appliances Holding Ltd	23 <span>▼</span>	13,418	12,346
Apple Inc	24 <span>▲</span>	11,237	11,763
GS Holdings Corp	25 <span>▼</span>	11,506	11,494
Yonghui Superstores Group	26 <span>▲</span>	10,087	11,461
Softbank Corp	27 <span>▲</span>	9,333	10,964

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Isetan Mitsukoshi Holdings Ltd	28 ▼	11,523	10,651
Costco Wholesale Corp	29 ▼	10,163	10,421
Hyundai Department Store Co Ltd	30 ▼	10,785	10,345
AS Watson Group	31 ▼	9,857	9,940
Naver Corp	32 ▲	6,218	8,493
Dairy Farm International Holdings Ltd	33 ▼	8,450	8,020
Bic Camera Co Ltd	34 ▲	7,504	7,727
Takashimaya Co Ltd	35 ▲	7,328	7,519
China Petroleum & Chemical Corp	36 ▲	7,032	7,502
Bailian Group Co Ltd	37 ▼	7,748	7,466
Homeplus Co Ltd	38 ▼	7,712	7,221
Hankyu Hanshin Toho Group	39 ▲	6,480	7,221
BGF Retail Co Ltd	40 ▼	7,368	7,204
SK Telecom Co Ltd	41 ▼	8,066	7,082
Tesco Plc	42 ▼	7,119	7,010
Edion Corp	43 ▼	6,709	6,836
Beijing Xiao Mi Co Ltd	44 ▲	6,001	6,831
LIFE Corp	45 ▲	6,290	6,560
J Front Retailing Co Ltd	46 ▼	6,408	6,542
Amway Corp	47 ▼	6,928	6,504
Tokopedia PT	48 ▲	2,028	6,465
SM Retail Inc	49 ▲	5,877	6,447
K's Holdings Corp	50 ▼	6,214	6,390
Yodobashi Camera Co Ltd	51 ▼	6,308	6,386
Carrefour SA	52 ▼	6,595	6,227
LVMH Moët Hennessy Louis Vuitton SA	53 ◆	5,786	6,179
Central Group	54 ▼	6,129	6,149
Reliance Group	55 ▲	5,104	6,077
Matsumotokiyoshi Holdings Co Ltd	56 ▼	5,599	5,840
Salim Group	57 ◆	5,177	5,655
Sumber Alfaria Trijaya Tbk PT	58 ◆	5,147	5,639
Mobile World JSC	59 ◆	3,891	5,554
Sundrug Co Ltd	60 ▼	5,244	5,527
Nitori Holdings Co Ltd	61 ▼	5,053	5,343
Wemakeprice Inc	62 ◆	4,895	5,210
Cosmos Pharmaceutical Corp	63 ◆	4,757	5,208
Inter Ikea Systems BV	64 ◆	4,755	5,196

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Shimamura Co Ltd	65 ▼	4,911	5,063
Sea Ltd	66 ◆	2,743	4,992
Alphabet Inc	67 ◆	4,863	4,947
Arcs Group Co Ltd	68 ◆	4,637	4,723
adidas Group	69 ◆	4,267	4,707
Daiso Sangyo Co Ltd	70 ◆	4,637	4,704
Sugi Holdings Co Ltd	71 ◆	4,389	4,683
Future Group	72 ◆	4,248	4,678
Beijing Hualian Group Investment Holding Co Ltd	73 ◆	4,137	4,345
Coca-Cola Co, The	74 ◆	4,358	4,278
Suntory Holdings Ltd	75 ◆	4,237	4,250
Wumart Stores Inc	76 ◆	4,301	4,237
Nike Inc	77 ◆	3,667	4,193
Chow Tai Fook Jewellery Group Ltd	78 ▼	4,896	4,154
Inditex, Industria de Diseño Textil SA	79 ◆	4,143	4,085
Chyuan Lien Enterprise Co Ltd	80 ◆	3,792	4,029
Big C Supercenter PCL	81 ◆	3,622	3,955
Tokyu Corp	82 ◆	3,856	3,874
CJ ENM Co Ltd	83 ◆	3,707	3,728
Yamazaki Baking Co Ltd	84 ◆	3,689	3,680
Chongqing General Trading Group	85 ▼	3,886	3,634
Beijing Wangfujing Department Store Co Ltd	86 ◆	3,738	3,558
Miniso Industries Co Ltd	87 ◆	2,840	3,399
Wenfeng Great World Chain Development Corp	88 ◆	3,584	3,393
Fuji Yakuin Co Ltd	89 ◆	3,199	3,349
Maruetsu Inc, The	90 ▲	3,331	3,314
Valor Co Ltd	91 ◆	3,183	3,281
Tata Group	92 ◆	2,892	3,276
Infinitus (China) Co Ltd	93 ◆	3,946	3,276
Cocokara Fine Inc	94 ◆	3,109	3,230
Jiangsu Longliqi Group Co Ltd	95 ◆	3,946	3,223
Izumi Co Ltd	96 ◆	3,054	3,217
Avenue Supermarts Ltd	97 ◆	2,725	3,189
Rainbow Department Store Co Ltd	98 ◆	3,218	3,087
Heilan Home Co Ltd	99 ◆	3,016	3,082
Robinsons Retail Holdings Inc	100 ◆	2,766	3,081

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

# Key Retailing Categories

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## Grocery retailers



Home to some of the fastest-growing economies, Asia Pacific offers the region's grocery retailers plenty of room for growth. The expanding urban population coupled with rising disposable income significantly drives consumer spending, providing international firms with greater incentive to push investment into this region.

Despite the penetration of modern grocery retailers into the region, traditional grocery retailers still contribute to the majority of the total grocery retailer sales, at 53% in 2019, a proportion that did not change much in the previous five years. Traditional and localised grocery retailers, such as kiranas in India, warungs in Indonesia and sari-saris in the Philippines, remain significant in Asia Pacific.

Digitalisation and technology are the strong growth drivers for grocery retailers in Asia Pacific. Tech start-ups and companies with strong digital capabilities provided a boost to the competitiveness of traditional and informal grocery retailers in the evolving retail environment in 2019.

Meanwhile, modern grocery retailers enhanced their in-store experience for consumers with digital capabilities for payments and product information. Business has also been supported by the rise of digital apps and services, as omnichannel continued to be of relevance in 2019, encouraging many major supermarkets to tap into e-commerce.

### Top 10 Companies within Grocery Retailers, Asia Pacific

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Seven & I Holdings Co Ltd	1 <span style="color: gold;">◆</span>	58,304	60,972
FamilyMart Co Ltd	2 <span style="color: gold;">◆</span>	21,893	23,084
AEON Group	3 <span style="color: gold;">◆</span>	18,239	17,782
Lawson Inc	4 <span style="color: gold;">◆</span>	16,379	17,371
China Resources Holdings Co Ltd	5 <span style="color: gold;">◆</span>	15,549	14,410
Auchan Group SA	6 <span style="color: gold;">◆</span>	15,176	13,955
Shinsegae Co Ltd	7 <span style="color: gold;">◆</span>	13,629	12,803
Yonghui Superstores Group	8 <span style="color: green;">▲</span>	10,087	11,461
Walmart Inc	9 <span style="color: red;">▼</span>	12,352	11,298
GS Holdings Corp	10 <span style="color: gold;">◆</span>	9,375	9,132

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Non-grocery specialists

As the global economy slowed down amid trade tensions and uncertainty, non-grocery specialists in Asia Pacific saw a mediocre growth of 1% in 2019. Despite considerable efforts by specialist retailers to make shopping more experiential and inclusive, consumers remained conservative when spending money.



AEON Group remains the leader in non-grocery retailing specialists category and experienced significant growth beyond its competitors in 2019. This is due to AEON Group's strong performance across its drugstore and chemist brands thanks to Japan's ageing population and a shift in consumer preferences from one-stop shopping to direct brand experiences in specialist stores. Brands, such as Welcia and Tsuruha, expanded rapidly with a number of new outlets over the last few years, supporting the growth of AEON Group in the non-grocery category. Since 2017, AEON-owned Welcia Holdings started a joint venture with Chinese retailer Beijing Hualian Group

(BHG) to embark on a five-year expansion plan to open 35 drugstore outlets in Singapore. The first two outlets opened in 2019 in Singapore and experienced double-digit growth. One of Welcia's main strategies to compete in a mature market is by bringing in new exclusive products, not available in competitor stores, to satisfy consumers' fast-changing interests and demands.

On the other hand, GOME Electrical Appliances Holding, based in China, is facing decline and losing market share. The decline is due to massive write-downs as GOME transforms its brick-and-mortar stores into an online business. GOME will be establishing more large-scale integrated flagship store projects in first and second-tier cities, to meet consumer needs for household solutions. As the company makes plans

to increase coverage in China with new retail stores, it is expected that GOME will gain back market share gradually in the non-grocery specialist retail category.

In this new age of retail, specialist stores are continuously adapting new strategies to engage their consumers. Artificial intelligence and technology have been at the forefront of these changes, from boosting convenience to driving hyper-personalisation in-store to target consumers more effectively.

#### Top 10 Companies within Non Grocery Specialists, Asia Pacific

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
AEON Group	1 <span style="color: gold;">◆</span>	16,370	17,670
Fast Retailing Co Ltd	2 <span style="color: gold;">◆</span>	15,213	15,648
Suning.com Co Ltd	3 <span style="color: gold;">◆</span>	14,358	14,238
Yamada Denki Co Ltd	4 <span style="color: gold;">◆</span>	14,030	14,154
GOME Electrical Appliances Holding Ltd	5 <span style="color: gold;">◆</span>	9,107	8,489
AS Watson Group	6 <span style="color: gold;">◆</span>	7,002	7,253
Bic Camera Co Ltd	7 <span style="color: gold;">◆</span>	6,865	7,008
Edion Corp	8 <span style="color: gold;">◆</span>	6,709	6,836
K's Holdings Corp	9 <span style="color: gold;">◆</span>	6,214	6,390
LVMH Moët Hennessy Louis Vuitton SA	10 <span style="color: gold;">◆</span>	5,786	6,179

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

## Mixed retailers

Asia is often hailed as the epicentre of growth. However, not all retailing formats have witnessed positive growth. In fact, mixed retailers in Asia Pacific saw a 2% decline in value sales in 2019, largely driven by the slowdown in sales from department stores and mass merchandisers.

Although AEON Group manages to retain its lead in Asia, the company is struggling on the mass merchandising front. Given its significant footprint in Japan, the company is feeling the effects of the country's shrinking population. Besides weak consumer spending, AEON's mass merchandising format has been threatened by the emergence of speciality stores and e-commerce players. Beauty specialist retailers are drawing customers to their doors through experiential retail — by leveraging technology, customers can receive beauty recommendations tailored to their individual skin type. Given the rise of e-commerce, AEON recognised the need to restructure its brick-and-mortar business, launching a mobile app where consumers can receive personalised coupons and scan their products on-the-go to skip the checkout queue.

While several department store players like Seven & I Holdings Co Ltd, Isetan Mitsukoshi Holdings Ltd, Lotte Group and Shinsegae Co Ltd, remain in the top 10 ranking for mixed retailers, they too experienced



a decline in sales in 2019. South Korea's retailing giant, Lotte Group, plans to sell some of its department stores as sales have been declining in the face of slowing inbound tourism and rising competition from internet retailers. Known for its Sogo department stores, Seven & I Holdings Co Ltd also saw its sales dip in Hong Kong as a result of the protests. As department stores rely heavily on inbound tourism from mainland China, the Hong Kong protests brought down Sogo's footfall and sales revenue. Amidst weakening economic conditions and rising competition, it is important for retailers to continuously tweak their strategies to stay relevant. Sogo, for instance, reported that the number of members on their rewards app is growing and helped build customer engagement.

#### Top 10 Companies within Mixed Retailers, Asia Pacific

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
AEON Group	1 <span style="color: orange;">◆</span>	32,841	32,358
Seven & I Holdings Co Ltd	2 <span style="color: orange;">◆</span>	17,425	17,309
Pan Pacific International Holdings Corp	3 <span style="color: orange;">◆</span>	11,816	11,875
Costco Wholesale Corp	4 <span style="color: green;">▲</span>	10,163	10,421
Isetan Mitsukoshi Holdings Ltd	5 <span style="color: orange;">◆</span>	11,004	10,131
Lotte Group	6 <span style="color: red;">▼</span>	11,017	9,903
Shinsegae Co Ltd	7 <span style="color: orange;">◆</span>	9,257	8,876
Walmart Inc	8 <span style="color: orange;">◆</span>	7,696	7,522
Takashimaya Co Ltd	9 <span style="color: green;">▲</span>	7,163	7,354
Hankyu Hanshin Toho Group	10 <span style="color: green;">▲</span>	6,480	7,221

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

## Non-store retailing

E-commerce continues to contribute to the majority of sales in the non-store retailing category in Asia Pacific, far outnumbering traditional non-store channel sales like direct selling, home shopping and vending. Generally, the boom in e-commerce in Asia Pacific can be attributed to the growing middle class and rapid surge in internet penetration, especially in emerging markets. More specifically, China dominates the internet retailing landscape as e-commerce technology enhances the shopping experience for Chinese customers who perceive e-commerce as part of their lives rather than viewing it as something new.

Apparel and footwear and beauty and personal care were the two most popular online product categories in the region in 2019, driven by their relatively low cost compared to big-ticket items. As the quality and variety of these products continue to improve online, so does consumer trust. Online-to-offline strategy is increasingly being adopted and fast fashion brands are either ramping up their online websites or setting up shop on marketplaces.



Asia Pacific has been fuelled by the dominant foothold that internet giants Alibaba and JD.com have in China, as these two players retained their leading position in the region in 2019. China's future is in the massively burgeoning rural e-commerce and as a result, Alibaba and JD.com are shifting their attention to the rural population with a rising disposable income and an untapped older demographic potential. Interestingly, social e-commerce player

Pinduoduo rose two ranks in 2019, intensifying competition with incumbents Alibaba and JD.com because of its increasingly popular team purchase model. Meanwhile, Amazon continues to be ranked third in non-store retailing due to its stellar performance in Japan where it has been improving its last-mile delivery by installing self-collection lockers in train stations and convenience stores, and in India where it launched new private labels and expanded its portfolio of apparel and footwear and grocery segments, both of which are popular in India's online space.

The future of Asia Pacific's non-store retailing is undoubtedly expected to be driven by e-commerce due to the growing middle class and rapid mobile penetration. As consumers seek more experiential elements, visual or interactive content will become popular like Taobao's and Lazada's live stream shopping already underway in China and the Philippines. Social commerce, artificial intelligence and fintech developments will transform the way customers shop online and receive their deliveries.

#### Top 10 Companies within Non-Store Retailing, Asia Pacific

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Alibaba Group Holding Ltd	1 <span>◆</span>	259,136	316,480
JD.com Inc	2 <span>◆</span>	182,412	215,619
Amazon.com Inc	3 <span>◆</span>	38,262	38,992
Pinduoduo Inc	4 <span>▲</span>	15,682	38,608
Suning.com Co Ltd	5 <span>▼</span>	27,149	32,919
Vipshop Holdings Ltd	6 <span>▼</span>	16,420	18,097
Rakuten Inc	7 <span>◆</span>	15,450	15,966
Japan Consumers Cooperative Union	8 <span>◆</span>	14,784	15,144
Coupang LLC	9 <span>▲</span>	7,024	14,259
eBay Inc	10 <span>▼</span>	14,585	14,185

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

# Regional Spotlight: Southeast Asia

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The attitudes and behaviour of Southeast Asian consumers are shifting, presenting opportunities for retailers. The consumers of today are largely driven by convenience and value and therefore convenience stores and e-commerce players have enjoyed robust growth in recent years.

Seven & I Holdings Co Ltd, the operator of the 7-Eleven convenience store chain, remains the largest retailer in Southeast Asia by value sales. The company witnessed strong growth as consumers are shifting their purchases from large format supermarkets to small format conveniences stores. Young urbanites are starting to value the convenience of buying-on-the-go and buy-as-you-need. Convenience stores enable consumers to satisfy their immediate needs, especially in cities faced with traffic jams like Bangkok, Manila, Jakarta and Kuala Lumpur. 7-Eleven quickly adapted to consumers' needs and the chain grew its customer footfall by expanding its products and services. 7-Eleven now houses ATMs, provides bill payment services and offers ready-to-eat meals to cater to busy working adults.

Several e-commerce players including Tokopedia PT, Sea Ltd and Bukalapak.com PT, jumped up in the Top 50 Retailers in Southeast Asia 2019 ranking. Besides the fact that these players benefitted from the region's rising digital connectivity and mobile penetration, e-commerce retailers adopted several innovative initiatives to drive sales and build customer engagement. The Indonesian e-commerce platform, Tokopedia, introduced a fulfilment service to help merchants reach their customers easily without having to establish their own warehouses. Known as TokoCabang, merchants can stock their products in areas with high demand. As such, customers can receive their products in a more cost-efficient and timely manner. Sea Ltd's Shopee has also been very innovative and aggressive in promoting its e-commerce platform. Shopee ran daily deals in the lead-up to 9.9 Super Shopping Day, a sales event held on 9<sup>th</sup> September annually by Shopee, and brought back its iconic Shopee Shake game. To play Shopee Shake, customers open their Shopee mobile app and shake their phone at specific times of the day to win discount coupons.

## Top 50 Companies within Retailing in South-East Asia

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Seven & I Holdings Co Ltd	1 <span style="color: gold;">◆</span>	11,709	12,850
Tesco Plc	2 <span style="color: gold;">◆</span>	7,119	7,010
Tokopedia PT	3 <span style="color: green;">▲</span>	2,028	6,465
SM Retail Inc	4 <span style="color: gold;">◆</span>	5,877	6,447
Central Group	5 <span style="color: red;">▼</span>	6,129	6,149
Salim Group	6 <span style="color: red;">▼</span>	5,177	5,655
Sumber Alfaria Trijaya Tbk PT	7 <span style="color: red;">▼</span>	5,147	5,639
Mobile World JSC	8 <span style="color: red;">▼</span>	3,891	5,554
Sea Ltd	9 <span style="color: green;">▲</span>	2,229	4,366
Big C Supercenter PCL	10 <span style="color: red;">▼</span>	3,622	3,955
Alibaba Group Holding Ltd	11 <span style="color: red;">▼</span>	2,887	3,690
Dairy Farm International Holdings Ltd	12 <span style="color: red;">▼</span>	3,705	3,338
Robinsons Retail Holdings Inc	13 <span style="color: red;">▼</span>	2,766	3,081
Puregold Price Club Inc	14 <span style="color: red;">▼</span>	2,646	3,046
Mercury Drug Corp	15 <span style="color: red;">▼</span>	2,693	2,973
Bukalapak.com PT	16 <span style="color: green;">▲</span>	1,231	2,424
AEON Group	17 <span style="color: red;">▼</span>	1,898	2,019
NTUC FairPrice Co-operative Pte Ltd	18 <span style="color: red;">▼</span>	1,892	1,935
AS Watson Group	19 <span style="color: red;">▼</span>	1,692	1,930
Saigon Union of Trading Cooperatives	20 <span style="color: red;">▼</span>	1,441	1,359
CVC Capital Partners Ltd	21 <span style="color: gold;">◆</span>	1,207	1,305
Trans Retail Indonesia PT	22 <span style="color: gold;">◆</span>	1,166	1,185
Amway Corp	23 <span style="color: gold;">◆</span>	1,119	1,174
Erajaya Swasembada Tbk PT	24 <span style="color: green;">▲</span>	713	1,082
Mall Group Co Ltd, The	25 <span style="color: red;">▼</span>	966	1,047
Ace Hardware Corp	26 <span style="color: gold;">◆</span>	872	1,015
99 Speedmart Sdn Bhd	27 <span style="color: gold;">◆</span>	843	970
Mydin Mohamed Holdings Bhd	28 <span style="color: red;">▼</span>	931	932
Fast Retailing Co Ltd	29 <span style="color: gold;">◆</span>	745	908
Home Product Center PCL	30 <span style="color: red;">▼</span>	770	872
VinGroup JSC	31 <span style="color: gold;">◆</span>	712	805
FPT Corp	32 <span style="color: gold;">◆</span>	709	759
Inter Ikea Systems BV	33 <span style="color: gold;">◆</span>	682	738

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

Global Brand Owner	2019 Rank	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Metro Retail Stores Group	34 ▲	630	703
Sheng Siong Group Ltd	35 ◆	639	680
LVMH Moët Hennessy Louis Vuitton SA	36 ▲	595	650
Matahari Putra Prima Tbk PT	37 ▼	646	637
Eonsave Cash & Carry Sdn Bhd	38 ◆	587	611
Lotte Group	39 ◆	575	589
Ramayana Lestari Sentosa Tbk PT	40 ◆	569	587
Pico JSC	41 ▲	403	579
FamilyMart Co Ltd	42 ▼	540	572
Rocket Internet AG	43 ▲	423	563
Mr DIY Trading Sdn Bhd	44 ▲	446	558
Djarum Group	45 ▲	276	550
H&M Hennes & Mauritz AB	46 ▼	475	523
Kompas Gramedia Group	47 ▼	503	517
Takashimaya Co Ltd	48 ▼	493	478
Wilcon Depot Inc	49 ▲	400	464
Nguyen Kim Trading JSC	50 ▼	507	463

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

# Country Profiles

## China

Retailing in China continued to see steady growth in current value terms in 2019, but growth was slower than in the previous year. With the slowdown of China's economy and the negative impact seen from the country's trade war with the US, retailing faced several tough challenges at the end of the review period. Nevertheless, e-commerce continued to deliver dynamic double-digit growth with platforms, such as Tmall, JD and Suning, continuing to invest heavily in the market. Furthermore, the owners of these platforms are also investing in brick-and-mortar stores to expand their reach.

Meanwhile, store-based retailers also continue to take an omnichannel approach as their sales stagnate, either through setting up their own websites and / or by opening stores on platforms, such as Tmall. Additionally, some store-based retailers invested in developing an enhanced shopping experience to drive foot traffic, such as the use of augmented reality (AR) and virtual reality (VR), providing foodservice and the digitalisation of their stores.

Merger and acquisition activities are expected to continue in the forecast period. As China's retailing industry modernises, it is undergoing a drastic digital transformation. Chinese companies, especially tech-focused companies which are bold and creative, are leading these changes. To remain competitive, foreign players which used to be slower at making decisions are now seeking support from local companies, as they try to understand the unique and inner workings of retailing in China.

### Top 10 Companies within Retailing in China

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Alibaba Group Holding Ltd	1 <span style="color: orange;">◆</span>	254,786	313,170
JD.com Inc	2 <span style="color: orange;">◆</span>	182,279	215,368
Suning.com Co Ltd	3 <span style="color: orange;">◆</span>	40,925	46,656
Pinduoduo Inc	4 <span style="color: green;">▲</span>	15,682	38,608
Vipshop Holdings Ltd	5 <span style="color: red;">▼</span>	16,420	18,097
China Resources Holdings Co Ltd	6 <span style="color: orange;">◆</span>	15,345	14,314
Auchan Group SA	7 <span style="color: orange;">◆</span>	14,487	13,272
GOME Electrical Appliances Holding Ltd	8 <span style="color: orange;">◆</span>	13,418	12,346
Yonghui Superstores Group	9 <span style="color: green;">▲</span>	10,087	11,461
Walmart Inc	10 <span style="color: red;">▼</span>	11,548	10,510

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

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## Hong Kong

In summer 2019, the controversial extradition bill sparked a series of anti-government movements and civil unrest. Weekly protests discouraged tourists to travel as they were uncertain of their safety amid the civil disobedience. In a region where sizable retailing sales are contributed by tourists, the sales performance of retailing experienced downward pressure in the second half of 2019. Since most protests took place over weekends, shops in the protest areas were closed to avoid property damage. According to trade interviews conducted by Euromonitor International, while overall retailing sales were hurt by the civil unrest in 2019, a proportion of local consumption mildly increased but was unable to compensate for the decline caused by the lower number of tourists. Retailers of luxury goods, consumer electronics and beauty products saw a drop in value sales in 2019 as local consumers settled for more economic options rather than premium ones. The trend is expected to persist until the political risks are minimised.

Furthermore, Hong Kong remains notorious for low e-commerce penetration within its retailing industry. One of the key reasons is the proximity of stores, mostly located within walking distance in densely urbanised neighbourhoods, which makes physical shopping extremely convenient. Faced with this reality, retailers are reluctant to invest heavily in developing their online offering. Similarly, several newcomers attempted to penetrate the e-commerce landscape, but few have managed to sustain a profitable business model over an extended period. Since the Hong Kong population is so resistant to the global rise of e-commerce, a tailor-made strategy that caters to their specific concerns and needs is vital for the success.

### Top 10 Companies within Retailing in Hong Kong

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
AS Watson Group	1 <span style="color: gold;">◆</span>	4102	3889
Dairy Farm International Holdings Ltd	2 <span style="color: gold;">◆</span>	3281	3299
Seven & I Holdings Co Ltd	3 <span style="color: gold;">◆</span>	2817	2717
Chow Tai Fook Jewellery Group Ltd	4 <span style="color: gold;">◆</span>	2799	2012
Sun Hung Kai Properties Ltd	5 <span style="color: gold;">◆</span>	1176	1148
Luk Fook Holdings (International) Ltd	6 <span style="color: green;">▲</span>	992	1069
Sa Sa International Holdings Ltd	7 <span style="color: green;">▲</span>	913	882
AEON Group	8 <span style="color: green;">▲</span>	865	845
Chow Sang Sang Holdings International Ltd	9 <span style="color: red;">▼</span>	1039	808
Lane Crawford International Ltd	10 <span style="color: red;">▼</span>	866	802

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

## India

While both store-based and e-commerce retailing continued to see strong current value growth in 2019, behavioural changes are impacting retailing in the country. For instance, many urban households are adopting modern lifestyles, especially in large cities, such as Bangalore, Mumbai, Pune, Delhi and Hyderabad. Hectic lifestyles and busy schedules of working adults mean many urban dwellers prefer to shop in modern grocery retailers instead of traditional grocery retailers on a monthly basis. Not only does this save time, but these outlets offer a wider range of products and thereby cater to a wider range of socioeconomic groups.

Modern grocery retailers are capitalising on this trend by developing new marketing strategies to attract these households to their stores, such as launching innovative payment methods or optimising their pricing strategies to drive sales. For example, Future Group launched its payment wallet Future Pay, which can be used in all its retail outlets. Some modern grocery retailers are also focusing on their pricing strategies and launching new private label products. This can be seen mainly in certain categories, such as packaged food, non-alcoholic drinks, beauty and personal care and home care.

In 2019, convenience stores began competing with hypermarkets, with many busy consumers shifting from large weekly shops to top-up shops on a more frequent basis. This is because some busy consumers prefer more frequent, smaller shopping excursions to local convenience stores during the week, instead of spending their weekends at supermarkets or hypermarkets. This trend is also encouraged by the ongoing proliferation of these stores in residential neighbourhoods, with high rental costs in prime locations making it unprofitable for some retailers to open large-format stores.

### Top 10 Companies within Retailing in India

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Walmart Inc	1 <span style="color: gold;">◆</span>	11,301	14,136
Amazon.com Inc	2 <span style="color: gold;">◆</span>	9,005	11,475
Reliance Group	3 <span style="color: gold;">◆</span>	5,104	6,077
Future Group	4 <span style="color: gold;">◆</span>	4,248	4,678
Tata Group	5 <span style="color: gold;">◆</span>	2,892	3,276
Avenue Supermarts Ltd	6 <span style="color: gold;">◆</span>	2,725	3,189
Aditya Birla Group	7 <span style="color: gold;">◆</span>	1,381	1,471
One97 Communications Ltd	8 <span style="color: gold;">◆</span>	1,157	1,181
Landmark Group	9 <span style="color: gold;">◆</span>	1,061	1,113
K Raheja Corp	10 <span style="color: gold;">◆</span>	640	641

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

## Indonesia

During the review period, several factors impacted retail conditions, with a decline in food sales indicating slowing household consumption. In the last three years, around five retailers terminated their businesses in Indonesia. This included 7-Eleven, Lotus, Debenhams, GAP and Banana Republic, Hero Group and MAP also reduced their number of outlets in 2019. This wave of closures will continue as long as household consumption and purchasing power weaken. Macro conditions are recovering, but very slowly. Another factor is the impact of falling commodity prices, both in and outside Java. Many people are still refraining from spending, even though inflation only touched 3.1%, partially because 2019 was an election year, creating a “wait and see” mindset, especially among the urban middle class. Increasingly expensive credit interest and rising housing and motor instalment fees are also impacting shopping decisions, especially with credit cards. As a result, many consumers are only purchasing necessities.

In response, the government is tidying up the country’s industries and processes. For example, there has been a shift to utilising technology for daily activities, such as payment and tax filing, process transparency to reduce corruption, bilateral relationships with other countries to encourage foreign investment and more tourism opportunities. Most Indonesian consumers have either lower-middle to lower or middle-upper income. Spending power among the former is limited by low incomes, while the latter enjoy higher purchasing power, although spending decisions are affected by factors such as the political situation, regulatory changes and exchange rate fluctuations. Once new regulations and processes have been adjusted and finalised, overall economic performance and conditions should improve.

### Top 10 Companies within Retailing in Indonesia

Global Brand Owner	Rank 2019		2018 acts (US\$ Million)	2019 acts (US\$ Million)
Tokopedia PT	1	▲	2,028	6,465
Salim Group	2	▼	5,177	5,655
Sumber Alfaria Trijaya Tbk PT	3	▼	5,062	5,525
Sea Ltd	4	◆	1,699	3,304
Bukalapak.com PT	5	◆	1,231	2,424
CVC Capital Partners Ltd	6	◆	1,207	1,305
Alibaba Group Holding Ltd	7	▲	9,12	1,265
Trans Retail Indonesia PT	8	▼	1,166	1,185
Erajaya Swasembada Tbk PT	9	▲	7,13	1,081
Dairy Farm International Holdings Ltd	10	▼	8,20	783

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Japan

Overall retailing saw continued stagnation in Japan in 2019, with growth constrained by the contraction and ageing of the population. Moreover, demographic factors and evolving lifestyles are changing the nature of shopping and consumer demand, with Japan's severe labour shortage also adding to the pressures on retailers. This is increasing the onus on innovation amongst retailers, spurring the emergence of new retailing formats and blurring the boundaries between established retailing channels. Notable developments at the end of the review period included drugstores' ambitious diversification into food and daily goods, and the emergence of online grocery retail platforms, both of which represented an increasingly prominent threat to supermarkets and traditional grocery retailers. Department stores, meanwhile, are seeing apparel sales threatened by successful apparel specialists, business-to-consumer (B2C) e-commerce and consumer-to-consumer (C2C) platforms. Indeed, the ongoing penetration of digital channels into consumers' everyday lives is driving strong growth in e-commerce, and particularly mobile e-commerce, which is leading to the development of retailing styles that combine both digital and store-based elements.

The merging of retailers' apps with the operations of their physical stores, both to enhance the consumer experience and develop more efficient operations, was a notable feature of retailing in Japan. The opening of the Nike Live store in Tokyo in late 2019 used the sportswear company's app to combine "digital with personal service", provide a product offer tailored to local shoppers and offer services like the ability to instantly reserve products in smart lockers at the front of the store, which can be opened by scanning the order QR code.

### Top 10 Companies within Retailing in Japan

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
AEON Group	1 <span style="color: orange;">◆</span>	63,399	64,261
Seven & I Holdings Co Ltd	2 <span style="color: orange;">◆</span>	51,596	53,141
Amazon.com Inc	3 <span style="color: green;">▲</span>	21,974	24,000
FamilyMart Co Ltd	4 <span style="color: red;">▼</span>	23,354	18,565
Lawson Inc	5 <span style="color: orange;">◆</span>	15,629	16,460
Rakuten Inc	6 <span style="color: orange;">◆</span>	15,216	15,746
Japan Consumers Cooperative Union	7 <span style="color: orange;">◆</span>	14,784	15,144
Yamada Denki Co Ltd	8 <span style="color: orange;">◆</span>	14,151	14,304
Pan Pacific International Holdings Corp	9 <span style="color: green;">▲</span>	7,713	13,138
Softbank Corp	10 <span style="color: green;">▲</span>	6,623	10,964

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Malaysia

2019 saw the Malaysian retailing industry register stronger growth than 2018. Although the Malaysian economy recorded a more subdued performance during the year, consumer sentiment continued to improve as long-term economic stability supported a general improvement in the finances of many households. Affluent urban consumers are increasingly willing to spend money on non-grocery specialists and mixed retailers. The strongest performances, however, were recorded in non-store retailing, with e-commerce benefiting from the increasing proclivity among younger consumers to engage with online shopping. Factors spurring growth include the proliferation of online payment methods, such as popular e-wallets, debit and credit cards and the increasing demand for convenience. This has made the home delivery of a wide range of products a more attractive proposition, especially for busy urban consumers. Furthermore, the country's leading grocery retailers are beginning to accept that a strong online presence is a prerequisite for success, with some of them entering into partnerships with the leaders in e-commerce to prepare for the anticipated shift towards food and drink e-commerce during the forecast period.

The list of the leading players in store-based retailing in Malaysia remains a mix of local names and major international retailers. Among the most prominent domestic players are the convenience store chain 99 Speedmart, economy-positioned hypermarket chain Eonsave and Mr DIY, the leader in home and garden specialist retailers. Among the leading international names are AEON, Tesco, Giant and 7-Eleven. While local players maintain advantages due to familiarity to local consumers and a strong understanding of what Malaysia's diverse population want and need from their retailers, international players increasingly benefit from the interest in foreign products and brands, which are seen as exciting and exotic, especially among affluent young urban professionals.

### Top 10 Companies within Retailing in Malaysia

Global Brand Owner	Rank 2019		2018 acts (US\$ Million)	2019 acts (US\$ Million)
Dairy Farm International Holdings Ltd	1	◆	1,604	1,373
AEON Group	2	◆	1,194	1,250
Tesco Plc	3	◆	1,008	985
99 Speedmart Sdn Bhd	4	▲	843	970
Mydin Mohamed Holdings Bhd	5	▼	931	932
Alibaba Group Holding Ltd	6	▲	578	809
Seven & I Holdings Co Ltd	7	▼	598	628
Eonsave Cash & Carry Sdn Bhd	8	▼	587	611
Mr DIY Trading Sdn Bhd	9	◆	446	558
Sea Ltd	10	▲	176	455

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Philippines

The Philippine retailing market benefited from improving economic conditions in 2019, with the easing and stabilising of inflation having a positive impact on consumer sentiment. The market also saw demand bolstered by a rise in consumer purchasing power resulting from a reduction in personal income tax introduced in the previous year. The government's infrastructure programme also contributed to favourable conditions for growth at the end of the review period. Infrastructure developments helped retailers drive growth through expansion beyond major urban centres into provincial areas. Meanwhile, e-commerce continued to expand strongly, with Filipino consumers high level of mobile internet usage supporting particularly dynamic growth in mobile e-commerce.

Digital transformation was a prominent feature of the Philippine retailing market. Retailers increasingly adopted multi-channel strategies to take advantage of the growing consumer demand for the convenience provided by e-commerce, and particularly mobile e-commerce. They also increased the use of digital channels for marketing purposes. Meanwhile, store-based players looked to incorporate digital technologies into in-store operations.

As the retailing environment evolves rapidly, the Philippine market is seeing a marked rise in cross-channel competition. There is an increasing competition between formats, such as discounters and hypermarkets, and convenience stores and supermarkets, as well as between e-commerce and store-based retailing. Speciality outlets, such as stores for babies and organic food stores, are also becoming increasingly relevant in line with the expansion of the middle class and growing demand for higher-value products. Similar trends are supporting changing attitudes to pet care, encouraging major local retailer, Robinsons Retail Holdings, to enter the pet stores channel.

### Top 10 Companies within Retailing in the Philippines

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
SM Retail Inc	1 <span style="color: gold;">◆</span>	5,877	6,447
Robinsons Retail Holdings Inc	2 <span style="color: gold;">◆</span>	2,766	3,081
Puregold Price Club Inc	3 <span style="color: green;">▲</span>	2,646	3,045
Mercury Drug Corp	4 <span style="color: red;">▼</span>	2,692	2,973
Seven & I Holdings Co Ltd	5 <span style="color: gold;">◆</span>	754	951
Metro Retail Stores Group	6 <span style="color: gold;">◆</span>	630	703
AS Watson Group	7 <span style="color: gold;">◆</span>	573	649
Wilcon Depot Inc	8 <span style="color: gold;">◆</span>	400	464
Ace Hardware Corp	9 <span style="color: gold;">◆</span>	371	395
Gaisano Grand Group of Cos	10 <span style="color: gold;">◆</span>	343	379

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

## Singapore

Singapore's retail sales registered a slight decline in 2019 as the economy continues to look gloomy. As well as tourist spending, local spending declined due to weaker consumer sentiment which is expected to linger into the next year. Consumers are spending less money amid stronger headwinds brought on by the global economic situation which affects domestic growth and negative news about US-China trade tensions that will cause global growth slowdown. The ongoing uncertainties and risks made consumers more conscious about their spending which resulted in the contraction of retail sales. Retail sales are bolstered by e-commerce sales as consumers perceive the online platform to provide more cost savings and better value for money. The retail landscape is expected to recover slowly in the year after when the economy is likely to improve and consumers will have higher disposable incomes.

Consumers today are looking for retail stores that provide an exciting and engaging environment. Experiential retail provides consumers with personalised experiences, which creates better brand identity and relationships with customers beyond just the product. Retailers are constantly coming up with new ways to engage with their consumers, evolving the touchpoints they can have with their customers in order to survive in the competitive environment.

Despite physical retail stores not performing well, many e-commerce players are taking their business offline too to maintain their growth. Ultimately, Singaporean consumers still prefer to see and feel items before buying and having a physical store allows consumers to do just that. Furthermore, offline presence allows e-commerce players to provide value-added services for their consumers and build stronger brand identities that was not possible to do so online. This is especially common for fashion e-commerce players, such as Love, Bonito and Pomelo, which opened their new flagship stores in shopping malls.

### Top 10 Companies within Retailing in Singapore

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
NTUC FairPrice Co-operative Pte Ltd	1 <span style="color: gold;">◆</span>	1,891	1,935
Dairy Farm International Holdings Ltd	2 <span style="color: gold;">◆</span>	1,240	1,141
Sheng Siong Group Ltd	3 <span style="color: gold;">◆</span>	639	680
Takashimaya Co Ltd	4 <span style="color: gold;">◆</span>	493	478
Giosis Group	5 <span style="color: gold;">◆</span>	469	449
Alibaba Group Holding Ltd	6 <span style="color: gold;">◆</span>	401	430
Seven & I Holdings Co Ltd	7 <span style="color: gold;">◆</span>	340	334
Mustafa Holdings Pte Ltd	8 <span style="color: green;">▲</span>	318	312
AS Watson Group	9 <span style="color: green;">▲</span>	294	299
Courts Asia Ltd	10 <span style="color: red;">▼</span>	339	298

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

## South Korea

Rapid changes in consumer lifestyles and demographics are heavily impacting the retailing industry in South Korea. Single-person households are increasing as the average age of marriage is later and the birth rates are the lowest in the world. Consumers prefer not to buy in bulk, even though each item would be cheaper and are instead willing to buy smaller amounts of items to prevent waste. Therefore, hypermarkets and supermarkets, where bulk packages are usually sold, are not able to grow as fast as convenience stores and drugstores / parapharmacies. In addition, as consumers prioritise convenience to save time, foodservice delivery and grocery shopping through e-commerce are seeing significant growth. As these trends are expected to continue over the forecast period, efforts to attract these households will continue. Meanwhile, store-based retailing channels will become more experiential spaces for consumers. Electronics and appliance specialist brand, Hi Mart under Lotte Group opened Mega store outlets in January 2020 where consumers can see and try out the products as well as enjoy experiences, such as taking cooking classes and watching content with 5G.

Mobile becomes necessary in many aspects of daily life in South Korea. As mobile is already taking most of the e-commerce industry, e-commerce players are developing further to provide mobile user-friendly platforms. In addition, with increasing popularity of e-commerce via social media, the importance of mobile commerce is rising. Many online players are actively promoting their mobile channels by providing mobile-only discount coupons and many promotional events, so the importance of mobile commerce is likely to rise over the forecast period.

### Top 10 Companies within Retailing in South Korea

Global Brand Owner	Rank 2019		2018 acts (US\$ Million)	2019 acts (US\$ Million)
Lotte Group	1	◆	26,799	24,949
Shinsegae Co Ltd	2	◆	25,574	24,919
Coupang LLC	3	▲	7,024	14,259
eBay Inc	4	▼	14,392	13,960
GS Holdings Corp	5	▼	11,506	11,494
Hyundai Department Store Co Ltd	6	▼	10,785	10,345
Naver Corp	7	▲	6,218	8,493
Homeplus Co Ltd	8	▼	7,712	7,221
BGF Retail Co Ltd	9	▼	7,368	7,204
SK Telecom Co Ltd	10	▼	8,066	7,082

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Taiwan

With the maturity of e-commerce in Taiwan, consumers expect to see a stronger connection between online and offline shopping, which can bring convenience to their lives. Cross-company collaboration has become an efficient way to expand quickly into other businesses. Store-based retailers, which manage their own e-commerce, are also improving their online interfaces to optimise the user experience and align with products available in stores. Meanwhile, these players also seek opportunities to post their products through any third party online marketplaces which Taiwanese consumers use to browse and do their e-commerce shopping. Due to the increasing popularity of mobile e-commerce, many players emphasise renewing their mobile functions to better serve consumer demand.

On the other hand, pure e-commerce players are looking for partnerships with chained store players to leverage their outlet coverage. This is the fastest way to improve awareness and save on the cost of advertising and delivery. Besides the quality of the products they purchase, consumers also care about the respective services surrounding the transaction. Seeing the high potential of omnichannel retailing, major players are ready to build valuable partnerships.

Taiwanese consumers are highly price-sensitive, especially when the overall economic situation maintains a downward trend. Even though informal retailing reduced importance due to consumers' preference for recognisable brands, it still shares a significant portion of overall value sales. Affordable prices, connection with the small informal vendors and product uniqueness is what keeps consumers returning. Formal retailers have to cover the higher costs of labour and rent which means that they are unable to offer products at a lower average price than informal retailers do. Therefore, to attract consumers, retailers provide more discounts and special events to stimulate purchasing power.

### Top 10 Companies within Retailing in Taiwan

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Seven & I Holdings Co Ltd	1 <span style="color: gold;">◆</span>	6,302	6,378
Chyuan Lien Enterprise Co Ltd	2 <span style="color: gold;">◆</span>	3,792	4,029
Costco Wholesale Corp	3 <span style="color: gold;">◆</span>	2,763	2,930
Isetan Mitsukoshi Holdings Ltd	4 <span style="color: gold;">◆</span>	2,455	2,432
FamilyMart Co Ltd	5 <span style="color: red;">▼</span>		2,384
Carrefour SA	6 <span style="color: gold;">◆</span>	2,085	2,177
Fubon Group	7 <span style="color: green;">▲</span>	1,323	1,512
Far Eastern Group	8 <span style="color: red;">▼</span>	1,589	1,503
Dairy Farm International Holdings Ltd	9 <span style="color: gold;">◆</span>	1,049	991
President Chain Store Corp	10 <span style="color: green;">▲</span>	895	940

▲ Improvement   ◆ No Change   ▼ Worsened

Source: Euromonitor International

## Thailand

Retailing in Thailand was boosted by rising consumer confidence, low unemployment, low interest rates and low inflation at the end of the review period. Consumers showed a growing willingness to make non-essential purchases with non-grocery specialists performing well alongside grocery retailers. Furthermore, the average household size continued to fall in 2019 with a growing number of single- and two-person households. This helped boost convenience stores and supermarkets, with many consumers looking to make smaller but more regular purchases in local neighbourhood stores. Conversely, this had a negative impact on hypermarkets which are typically located on the outskirts of towns and cities due to their large footprint.

With store-based grocery retailers coming under pressure from e-commerce, there was also a growing focus on offering additional services in stores. For example, some convenience stores and supermarkets offer services such as bill payments and banking services, takeaway food and drinks as well as acting as a collection point for popular e-commerce platforms. As consumers lead increasingly busy lives, convenience is likely to become ever more important and will likely influence not only consumer purchasing decisions but also how and where retailers look to invest.

While e-commerce extends its reach to an ever-growing number of consumers, store-based retailers continued to see healthy growth. In terms of grocery retailers, this was in part due to a consumer preference for selecting their own fresh food when shopping. Supermarkets, for example, have a large base of mid- and high-income consumers and they typically look for the best quality and freshest fruit, vegetables, meat and fish.

### Top 10 Companies within Retailing in Thailand

Global Brand Owner	Rank 2019		2018 acts (US\$ Million)	2019 acts (US\$ Million)
Seven & I Holdings Co Ltd	1	◆	9,847	10,836
Tesco Plc	2	◆	6,111	6,024
Central Group	3	◆	5,401	5,465
Big C Supercenter PCL	4	◆	3,599	3,917
Mall Group Co Ltd, The	5	◆	966	1,047
Home Product Center PCL	6	▲	770	871
Amway Corp	7	▼	793	855
Alibaba Group Holding Ltd	8	◆	613	719
FamilyMart Co Ltd	9	◆		572
AS Watson Group	10	◆	464	558

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

## Vietnam

Vietnam is seeing ongoing urbanisation and evolving demand from young urban consumers which is driving strong growth in modern retailing channels, such as convenience stores, as well as the rapid expansion of e-commerce. Indeed, the growing influence of such factors can be seen in the emergence of formats like mini supermarkets, which target demand for grocery shopping that fits into the flow of busy urban lifestyles. However, a significant majority of the population continues to reside in rural areas, with low levels of disposable income and low population density, which are not conducive to the development of modern retailing formats. As a result, traditional channels, such as small independent grocers, retain an important role in the market.

The behaviour of young urban consumers exerted a growing influence on the development of retailing in Vietnam in 2019. Increasingly distanced from traditional lifestyles, faced with the pressure of hectic urban living and influenced by social media, young consumers drove growth across several areas of retailing. Convenience stores' popularity as a social hub for young urban consumers played an important part in the channel's expansion at the end of the review period, with many operators looking to increase their foodservice offer to target such demand. Demand for convenient shopping options close to home amongst this demographic also made a significant contribution to growth in the mini supermarket format. Young urban consumers, the most familiar with digital technology, are the primary drivers of growth in the rapidly expanding e-commerce channel. Furthermore, an interest in fashion and self-representation on social media amongst young urban consumers is creating opportunities for a constant turnover of new products across several categories and retail formats.

### Top 10 Companies within Retailing in Vietnam

Global Brand Owner	Rank 2019	2018 acts (US\$ Million)	2019 acts (US\$ Million)
Mobile World JSC	1 <span style="color: orange;">◆</span>	3,891	5,554
Saigon Union of Trading Cooperatives	2 <span style="color: orange;">◆</span>	1,441	1,359
VinGroup JSC	3 <span style="color: green;">▲</span>	712	805
FPT Corp	4 <span style="color: green;">▲</span>	709	759
Central Group	5 <span style="color: red;">▼</span>	728	684
Pico JSC	6 <span style="color: green;">▲</span>	403	579
Nguyen Kim Trading JSC	7 <span style="color: red;">▼</span>	507	463
Phu Nhuan Jewelry JSC	8 <span style="color: green;">▲</span>	363	462
Cao Phong Co Ltd	9 <span style="color: red;">▼</span>	380	423
AEON Group	10 <span style="color: orange;">◆</span>	320	353

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

# Coronavirus: Outlook of Asia Pacific's Retailing Industry on the Back of The Pandemic

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The ongoing global Coronavirus (COVID-19) pandemic has been unprecedented in its wide-spanning consequences across industries including retailing. Broadly speaking, retailers are and will likely be facing difficult questions in 2020 and 2021 about how best to serve customers, but some players are faring better than others. While grocery and pharmaceutical players are seeing severe surges of demand and traffic, the situation is playing out quite differently for many non-grocery and mixed retailers. The closure of non-essential stores as part of isolation measures in Asia Pacific are forcing many specialist retailers to shift their focus to e-commerce, lay off employees and rapidly shift strategies.

Given that the outbreak originated in China and has since been largely contained, China can serve as a harbinger of things to come regarding the potential impact in other Asian markets. For example, French retailer Carrefour reported that vegetable deliveries increased 600% year-over-year during the Lunar New Year period between late January and early February, and Chinese online retailer JD.com reported that its online grocery sales grew 215% year over year during a 10-day period between late January and February. Alibaba similarly responded to the crisis by offering products that would enable retailers to rapidly launch an e-commerce platform. It reported that such solutions enabled companies to pivot to an omnichannel strategy within five days. In general, the Chinese government's figures for the peak of the pandemic in January and February show that retail sales were down 20.5% with online sales of such goods up 3%.

Retailers in Asia are adapting to COVID-19 in multiple innovative ways. Contactless delivery of goods and partnership with delivery fulfilment players are among the most prominent due to social distancing measures in the region. In Thailand, on-demand application LINE MAN offers users the option of having goods delivered to designated areas instead of in-person, while in China, JD.com ramped up deployment of robots for delivery. In Singapore, the government is allowing taxi and private-hire car drivers to deliver groceries. Changes in operational practices can also be seen in retailers like 7-Eleven in Japan where plastic sheets hanging from ceilings are used as barriers between the customer and the cash register staff.

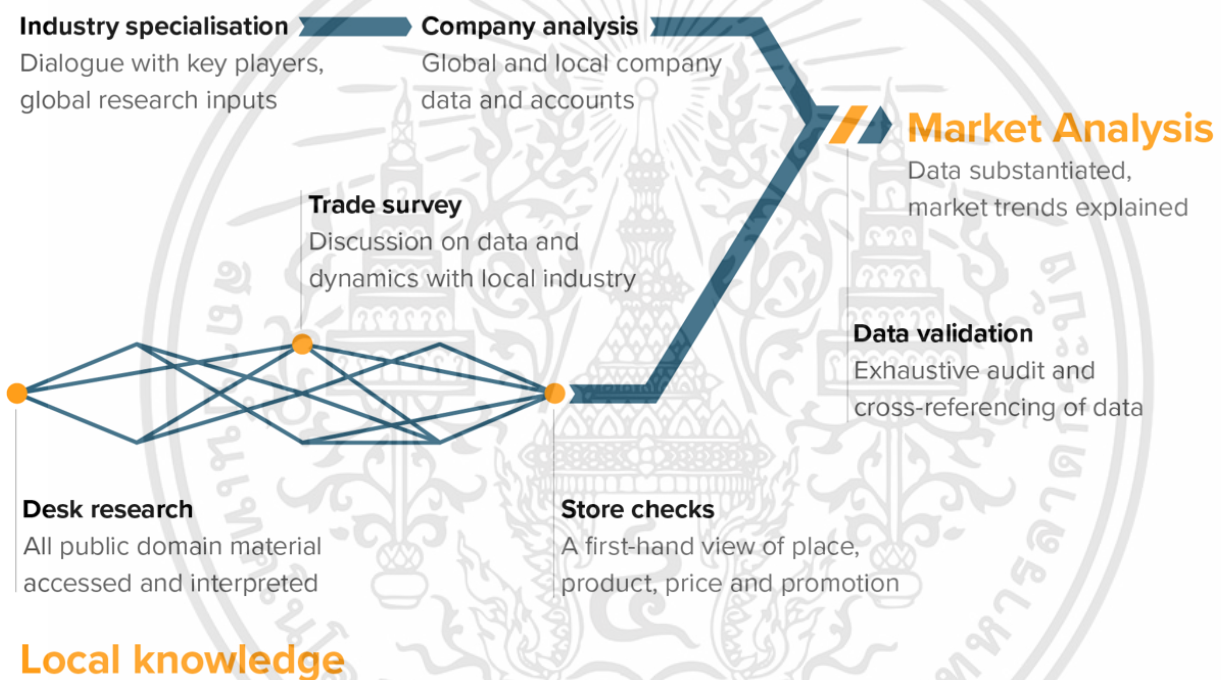
The 2020 recession due to COVID-19 is expected to be the worst since the Great Depression and as of end April, Euromonitor has accordingly downgraded the baseline global real GDP growth forecast to a range of -4% to -1.5% in 2020. Advanced economies like Japan in Asia Pacific are likely to be the hardest hit with their economic activity expected to contract by around 6% in 2020 due to the countries' willingness to engage in costly social distancing measures, while emerging economies like China, India and Indonesia are also likely to be badly hit due to social distancing measures and stronger financial spillover effects.

In general, we can take lessons from previous incidents on the potential impact on retailing; for example, during the SARS epidemic in 2002, consumer spending fell in impacted countries like China, Hong Kong and Singapore as people shunned public places, such as stores and restaurants, to avoid contracting the virus. But the same epidemic contributed to the birth of China's e-commerce market, namely Alibaba and JD.com as household names. The MERS outbreak in South Korea in 2015 similarly negatively impacted store sales but caused ecommerce sales of categories like food and drink, pet care, and beauty and personal care to shine. Given the heavy shift to e-commerce during the height of the COVID-19 outbreak, retailers with a stronger digital presence prior to the outbreak are likely to fare better as consumers lean more into that channel. Concepts like last-mile delivery, omnichannel and click-and-collect that have been accelerated by the pandemic are likely to stay even afterwards and the bottom line is that technology is here to stay. As of the November 2019 fielding of Euromonitor International's [Voice of the Industry: Digital Consumer Survey](#), half of the industry respondents agreed that having a digital presence was an important part of their company's value proposition. If this survey were fielded today, this sentiment would likely be higher as this crisis has underscored the important role that technology does play in how consumers live, work, shop and play.



# Definitions

## Global insight



Source: Euromonitor International

The Asia Pacific Top 100 ranking of the leading retailers in the region draws from Euromonitor International's research and analysis of the retail industry around the world.

Research for the 2019 edition was conducted by analysts in 100 countries, including the 15 Asia Pacific economies featured, in the third quarter of 2018. Where full-year 2018 figures were unavailable from companies and where publicly stated figures were not to the level of detail required in this study, estimates have been made based on a variety of sources to produce fully relevant, comparable data.

Visit [www.euromonitor.com](http://www.euromonitor.com) for more details on Euromonitor International, including our research methodology and sources of the data provided in this report.

For the Retail 100 ranking and the additional spotlight rankings provided in this report, retailers were picked from the following economies:

Hong Kong	Thailand	Taiwan
Indonesia	China	Vietnam
Malaysia	India	Laos
Philippines	Japan	Cambodia
South Korea	Singapore	Myanmar

The geographical region of Southeast Asia is defined as the aggregation of data from Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

The channels included in this report are defined as follows:

## Retailing

Sales of new and used goods to the general public for personal or household consumption. Excludes specialist retailers of motor vehicles, motorcycles, vehicle parts and fuel. Also excludes foodservice, rental and hire and wholesale industries (cash-and-carry). Sales value excluding or including VAT / sales tax. Retailing is the aggregation of store-based retailing and non-store retailing. Retailing excludes the informal retail sector. Informal retailing is retail trade that is not declared to the tax authorities. Informal retailing encompasses (a) sales generated by unregistered and unlicensed retailers, ie retailers operating illegally, and (b) any proportion of sales generated by a registered and licensed retailer that is not declared to the tax authorities. Unregistered and unlicensed retailers operate predominantly (although not exclusively) as street hawkers or operate open market stalls, as these channels are harder for the authorities to monitor than permanent outlets. Activities in the “black market”, which is usually understood to refer to trade in illegal, counterfeit or stolen merchandise, are included within our definition of informal retailing. Activities in the “grey market”, which is usually understood to refer to trade in legal merchandise that is sold through unauthorised channels - for example cigarettes bought legally in another country, legally imported, but sold at lower prices than in authorised channels — will be included as informal retailing if no tax is paid on sale by the retailer. However, if the retailer pays tax — for example on cigarettes bought legally in another country but sold at a lower price than standard — the sale is included within formal retailing. In relation to click-and-collect purchases (ie where purchases are made over the internet but picked up at store) where the sales data are attributed depends on where the payment is made. If payment is made in store, then the sale is included in store-based sales. If payment is made over the internet, then the sale is included in internet retailing.

## Grocery retailers

Retailers selling predominantly food / beverages / tobacco and other everyday groceries. This is the aggregation of hypermarkets, supermarkets, discounters, convenience stores, independent small grocers, chained forecourt retailers, independent forecourt retailers, food / drink / tobacco specialists and other grocery retailers.

## Non-grocery specialists

Retail outlets selling predominantly non-grocery consumer goods. Excludes retailers selling predominantly food, beverages and tobacco, as well as fuel, automotives and parts. Non-grocery retailers is the aggregation of apparel and footwear specialist retailers, electronics and appliance specialist retailers, health and beauty specialist retailers, home and garden specialist retailers, leisure and personal goods specialist retailers and other non-grocery retailers.

## Mixed retailers

This is the aggregation of department stores, variety stores, mass merchandisers and warehouse clubs.

## Non-store retailing

The retail sale of new and used goods to the general public for personal or household consumption from locations other than retail outlets or market stalls. Excludes specialist retailers of motor vehicles, motorcycles, vehicle parts and fuel. Also excludes foodservice, rental and hire, and wholesale industries. For the purposes of this study, non-store retailing is the aggregation of vending, direct selling, homeshopping and internet retailing.

## Internet retailing

Sales of consumer goods to the general public via the internet. Please note that this includes sales through mobile phones and tablets. Internet retailing includes sales generated through pure e-commerce web sites and through sites operated by store-based retailers. Sales data are attributed to the country where the consumer is based, rather than where the retailer is based. Also includes orders placed through the web for which payment is then made through a store card, an online credit account subsequent to delivery or on delivery of the product. This payment may be by any mode of payment including postal cheque, direct debit, standing order or other banking tools. Includes orders paid for by cash on delivery. Includes m-commerce: where consumers use smartphones or tablets to connect to the internet and purchase the goods online. Internet retailing excludes sales of: (a) Products generated over consumer-to-consumer sales sites, such as eBay. B2C proportion of sites such as eBay will be captured; (b) Sales of motor vehicles, motorcycles and vehicle parts; (c) Tickets for events (sports, music concerts etc) and travel; (d) Sales of travel and holiday packages; (e) Revenue generated by online gambling sites; (f) Quick delivery services of food, magazines, household goods and DVD rentals, for example: MaxDelivery.com, LicketyShip.com, Netflix.com and LoveFilm; (g) Returned products / unpaid invoices; and (h) click-and-collect orders in stores where the payment is made in the store. Example brands include Amazon.com, Zappos.com, Apple.com, iTunes, Rakuten, Tesco.com, Dell.com and Coles Online. Third party merchant sales through online marketplaces, such as Amazon.com, eBay.com and Walmart.com, are included and split out in shares. Third party merchants is the summation of sales that come from businesses that are present on an online marketplace (eg Amazon, Alibaba).

Marketplaces are websites that allow multiple merchants to sell on the marketplace website and the marketplace operator processes the transaction, however many provide other services to help with shipping, handling, payment and product storage. The marketplace is not the merchant of record legally, but for the sake of shares, sales from third party merchants are attributed to the marketplace brand operator.

The data type used for the rankings is retail value sales (excluding sales tax). This represent value sales generated (excluding sales tax) from the sale of new and used goods to the general public for personal or household consumption from retail outlets, kiosks and stalls. Excludes revenues generated from services (eg banking, insurance, telecoms services) and by specialist retailers of motor vehicles, motorcycles, vehicle parts, fuel, foodservice, rental and hire, wholesalers, cash-and-carry outlets, and so on. Retailing also excludes the informal retail sector, ie the retail trade which is not declared to the tax authorities.

### **Company names**

All company names are represented on Global Brand Owner (GBO) level. A GBO is the ultimate owner of a brand. Typically, each brand has one unique GBO across all countries, though this may change from one year to the next if companies or individual brands change owner. It is also possible that a company sells off a brand in some markets while retaining it in others, with the consequence that a single brand could have more than one GBO in the same year.

### **Review period**

This refers to the 5-year period from 2014 to 2018 inclusive.

## Forecast period

This refers to the 5-year period from 2019 to 2023 inclusive.

## Table units

All tables featured in this white paper feature market shares at GBO level, market value at Retail rsp ex vat, USD million (curr / con, y-o-y exchange)

## Contributor

- Emil Fazira Consultant Food and Nutrition — Grocery Retailers

## Country report writers

- Connie Zhou Head of Passport Research, Shanghai — China
- Simon Haven Senior Research Analyst — Hong Kong
- Vishnu Vardhan Consultant — India
- Deepika Chandrasekar Senior Research Analyst — Indonesia, Malaysia, Philippines
- Tatsunori Kuniyoshi Research Analyst — Japan
- Clare Lee Research Analyst — Singapore, Thailand, Vietnam
- Jamie Ko Country and Research Manager, Seoul — South Korea
- Christina Chien Research Analyst — Taiwan

# About the Authors

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## **DEEPIKA CHANDRASEKAR**

Senior Research Analyst, Services & Payments  
Euromonitor International

Deepika Chandrasekar is a Senior Research Analyst at Euromonitor International, focusing on Services & Payments industries ranging from Retailing to Digital Consumer in Southeast Asia, particularly Indonesia and the Philippines. Her specialisation lies in the Consumer Foodservice industry, and she has a keen research interest on new foodservice trends rippling throughout the region. Deepika holds a Bachelor of Science degree in Economics, with a Double Major in Economics and Marketing from the Singapore Management University.



## **CLARE LEE**

Research Analyst, Services and Payment  
Euromonitor International

Clare Lee is research analyst of Services and Payment at Euromonitor International, specializing in Retailing. Her other research focus includes travel, consumer finance, digital consumers and consumer foodservice. Over a year in the company, she has contributed to various contents on the Southeast Asian market, offering useful insights for businesses.



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