

# Total retail sales in China will record double-digit growth in 2021

Article

**The forecast:** We expect total retail sales in China will have grown by **11.0%** in 2021, the strongest growth since 2017. This is an increase from our Q2 2021 projection of **6.5%**.

The stronger-than-expected increase in total retail sales can be attributed to brick-and-mortar growth, which rose to **8.1%**. Our previous expectation was a **2.3%** decrease.

## Dive deeper:

- All retail product categories in China are expected to record higher growth compared with 2020.
- **The food and beverage and health/personal care/beauty** categories are expected to remain strong, both increasing by **11.5%**. Food and beverage product sales will take up a **15.9%** share of the total retail sales.
- The only categories that will not rebound to pre-pandemic levels in 2021 are **furniture and home furnishings** and **apparel and accessories**. However, apparel and accessories will see **9.6%** growth, driven mostly by sales of gold, silver, and jewelry.