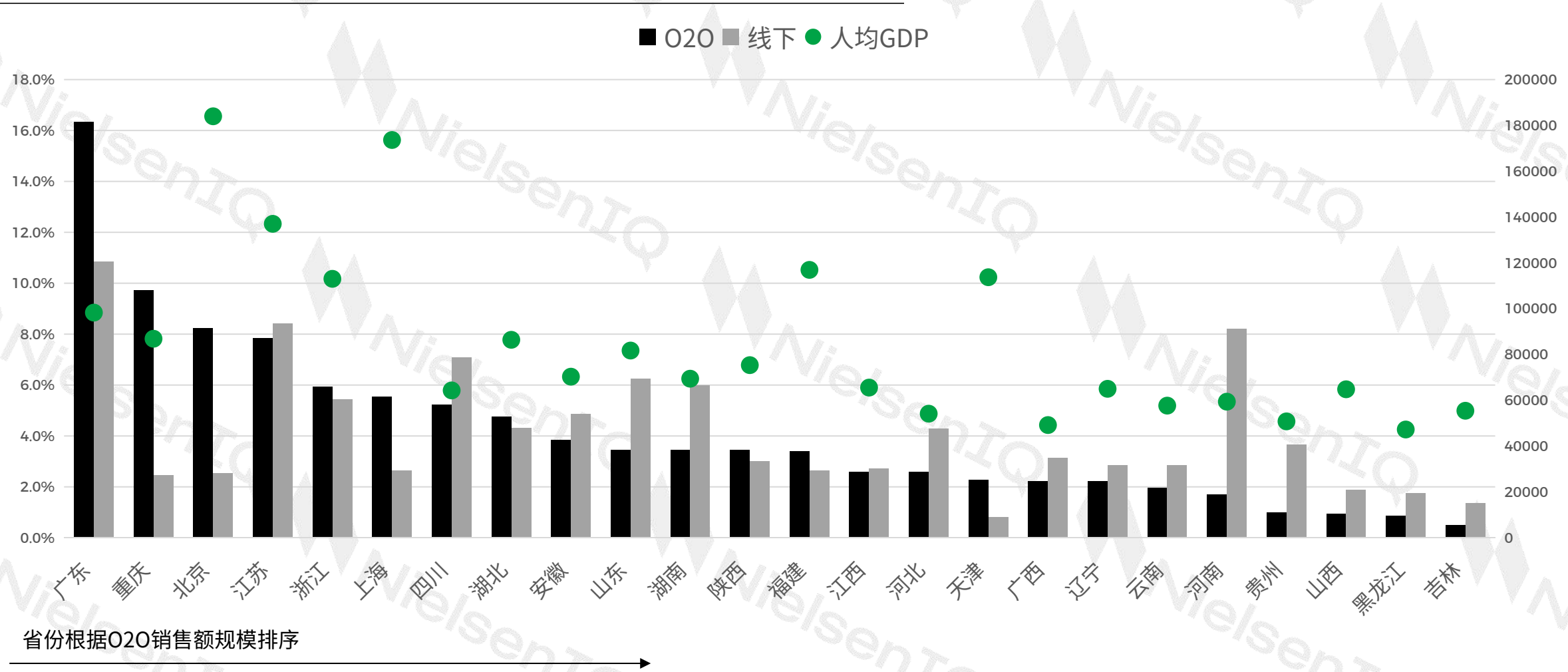


A woman with long dark hair, wearing a red dress, is shown in profile, looking out over a city street. The background is a blurred urban scene with buildings and other people. The image is split diagonally, with the top right portion being white and containing the title text.

差异化布局O2O市场才是“智胜”之道？

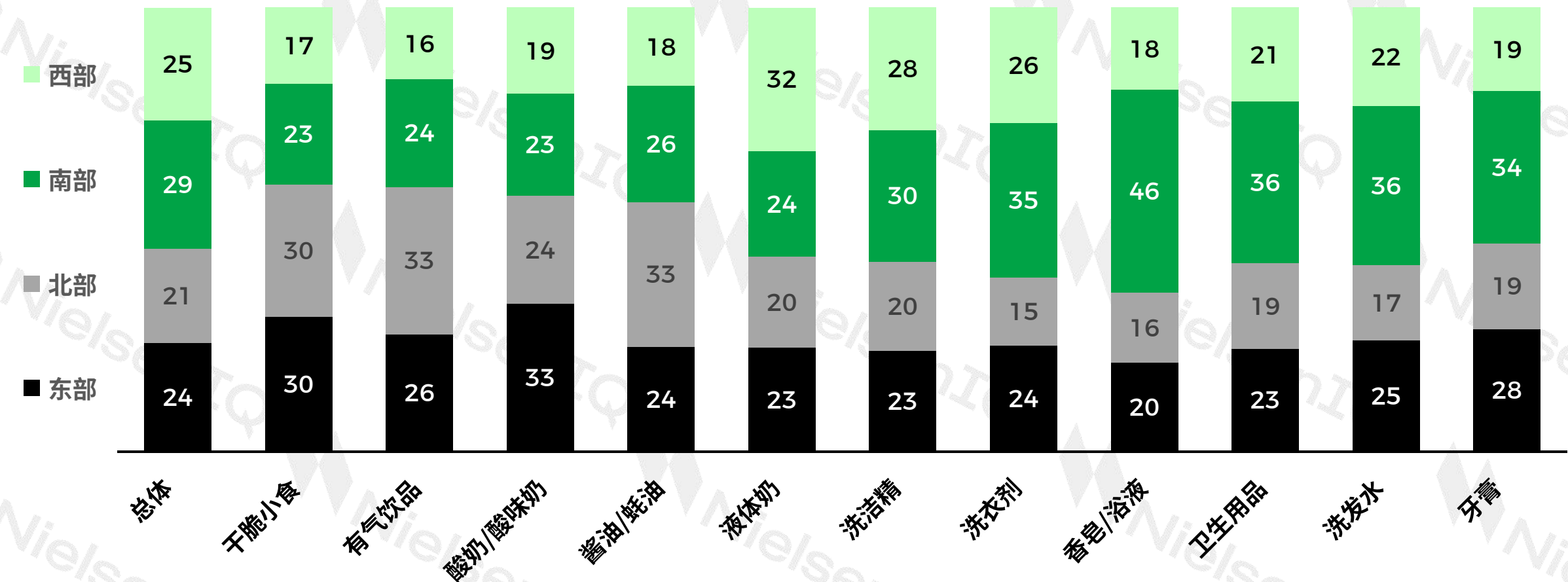
O2O的发展实力源于经济发展和收入水平

各省份销售额重要性 | O2O vs 线下 | 22年1-3月



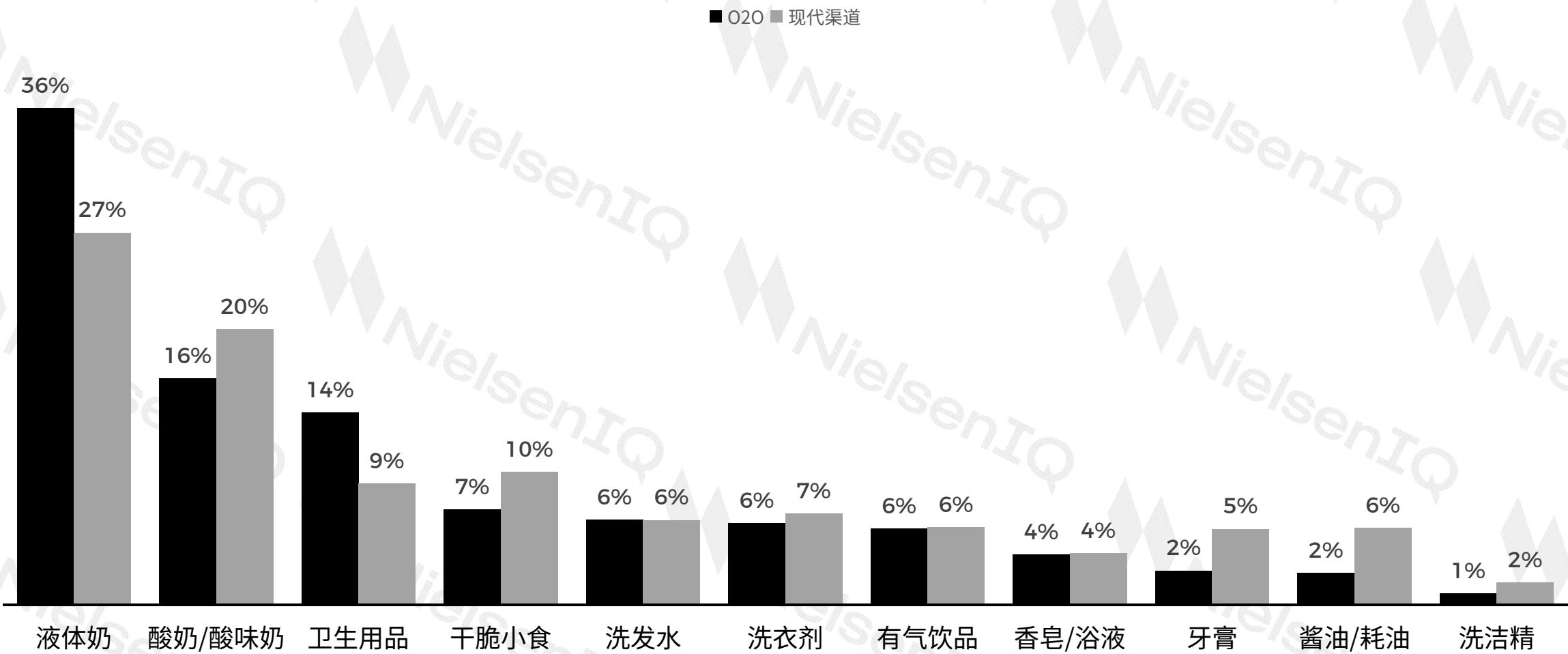
不同地域的消费者对于品类的购买偏好也各有不同

各品类分区域销售额重要性 | O2O | 22年1-3月



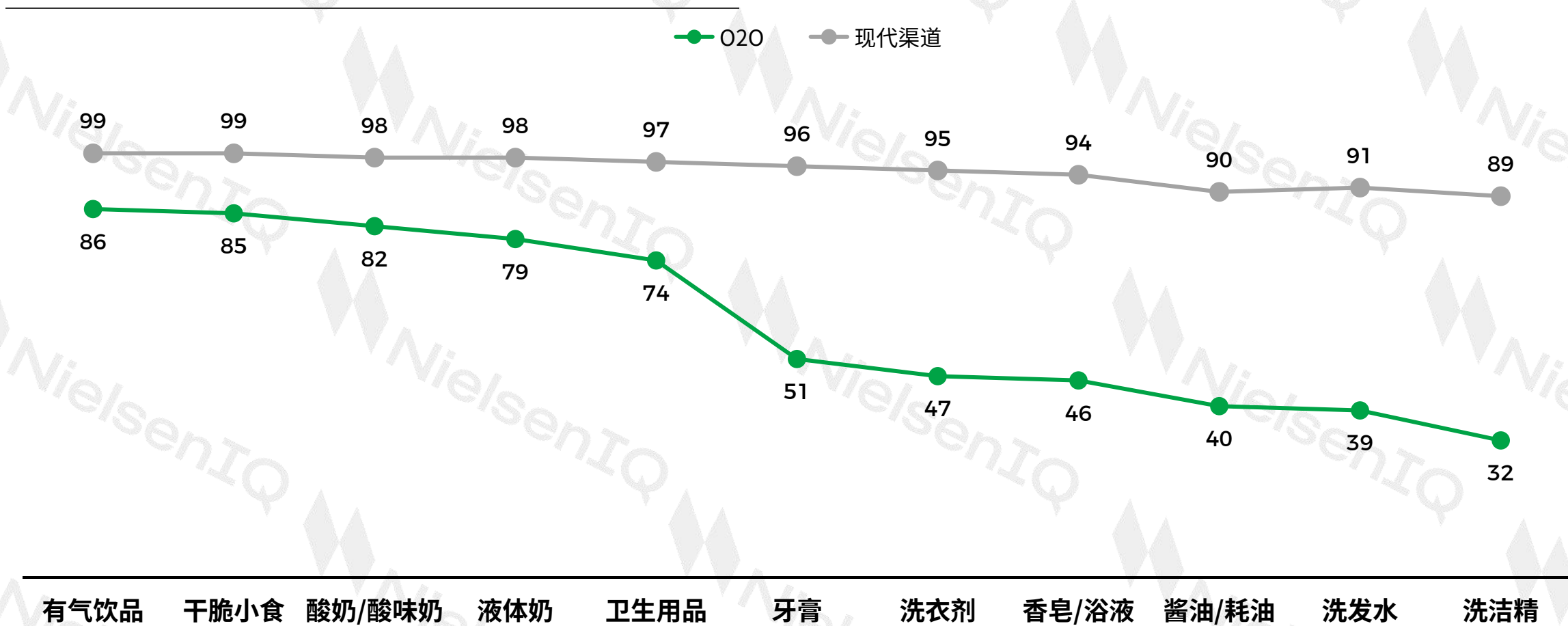
作为线下零售的延展，各品类在O2O的生意有较大的发展潜力

各品类销售额重要性 | O2O vs 现代渠道 | 22年1-3月

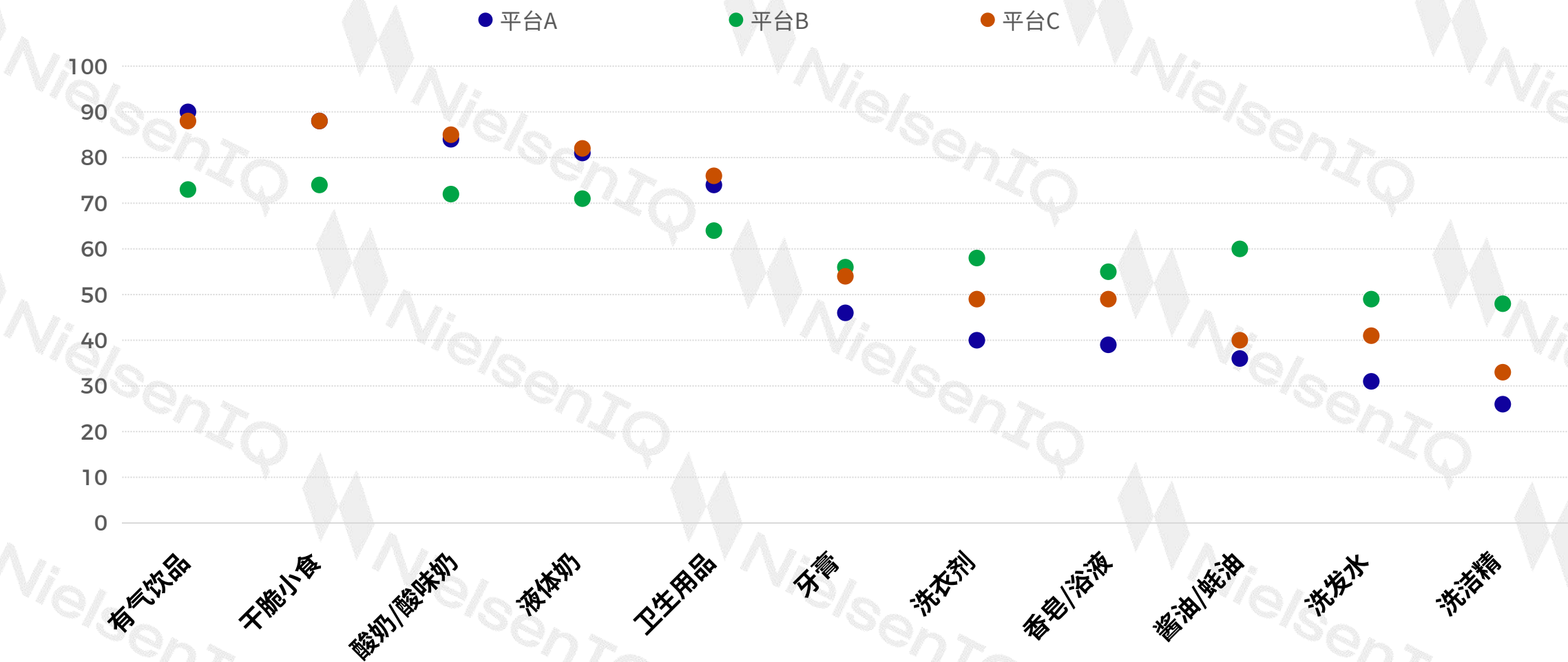


食品饮料类品类在O2O铺货渗透相对更高，日用必需品未来有更大提升空间

各品类数值铺货 | O2O vs 现代渠道 | 22年1-3月



O2O各品类数值铺货 | 22年1-3月





Thank you.

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