

华东区月报

2月数据 (1.1~2.28)

总结：

较好的方面：同比时间：**24年1月13日~3月11日--按照农历时间对比**

① 华东区 1-2 月份全链路毛利额同比增幅较好 (+205 元, +7.3%) 高于其他大外区, 比增幅第二的重庆区高出 **4.6PP**; 全链路毛利额同比增长**主要得益于率**的提升带动 (门店毛利率+1.2PP, 供应链毛利率+1.7PP), 主要受预期毛利率同比上升较多带动。

② **冷藏及加工类、预制菜类、猪肉类**同比表现较好, 销售额以及全年度毛利额均同比上升

有待改善点：

① 来客数同比略有上升 (+1.7%) **但增幅低于大外区均值 3.4PP**; 其中 19 点前客流同比下降 (-1.1%)。

② 受客单价同比 (-2.8%), 其中肉禽蛋类降幅最高 (-12.2%)

③ **肉禽蛋类**: 销售额占比以及全链路毛利额占比同比下降较多 (分别-0.9PP, -3.3PP), **销售额主要受客单价下降影响** (同比-12.2%) 品类中降幅最高; 全链路毛利额中**供应链毛利额下降较多** (-42 元, -25.6%) **且是唯一供应链毛利率同比下降的品类**。

④ **水产类**: 销售额以及全链路毛利额同比降幅较多 (分别-10.7%, -13.3%), **销售额主要受来客数影响** (同比-6.6%), 且折扣率同比+5.2PP, 导致门店毛利额同比下降 (-15.8%); **虽然供应链毛利率同比略上升 (+0.2PP), 但受量不足的影响导致供应链毛利额同比下降 (-7.5%)**。

1.1 整体经营数据纵向&横向对比：(对比周期：25.1.1-2.28 VS 同期 24.1.13-3.11 (农历同比))

1. 华东区 1-2 月份全链路毛利额同比增幅较好 (+205 元, +7.3%) 高于其他大外区, 比增幅第二的重庆区高出 **4.6PP**; 全链路毛利额同比增长**主要得益于率**的提升带动 (门店毛利率+1.2PP, 供应链毛利率+1.7PP); 销售额受客单价下降影响, 导致销售额同比下滑 (-1.1%)

- a. 华东区本期进货额同比+1.8%，同时带来客数略有上升（+1.7%）但增幅低于大外区均值 3.4PP；其中 19 点前客流同比下降（-1.1%）；受客单价下降影响（同比-2.8%）从而影响销售额同比下降（-1.1%）。
- b. 受门店预期毛利率同比上升（+2.4PP）带动是门店毛利率同比上升（+1.2PP），以及同时供应链毛利率同比上升（+1.7PP）；大外区中同比增幅最高区域；。
- c. 综合来看，带动全链路毛利额同比上升（+7.3%），大外区中增幅最多的区域。

区域	进货重量		来客数		19点前客流		客单价		店日均销售额		全链路毛利率				店均门店毛利额		店均供应链毛利额		全供应链毛利额	
	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比
华东区	657	1.8%	451	1.7%	355	-1.1%	22.8	-2.8%	10,293	-1.1%	21.3%	1.2pp	10.6%	1.7pp	2,189	4.7%	833	14.6%	3,021	7.3%
长沙区	691	0.9%	516	4.5%	410	2.9%	19.0	-9.5%	9,802	-5.4%	19.8%	-1.2pp	8.9%	0.3pp	1,941	-10.7%	681	-0.8%	2,622	-8.3%
武汉区	702	-3.9%	497	5.6%	412	3.2%	18.6	-10.0%	9,263	-4.9%	19.7%	0.4pp	7.7%	0.1pp	1,823	-3.1%	555	-3.6%	2,378	-3.2%
成都区	804	-1.1%	631	0.1%	468	-3.2%	16.9	-1.3%	10,643	-1.2%	19.0%	-1.6pp	9.6%	0.0pp	2,023	-8.8%	800	-0.2%	2,823	-6.5%
重庆区	868	11.1%	669	10.2%	499	6.6%	16.6	-3.8%	11,079	6.0%	17.5%	-1.5pp	9.3%	0.7pp	1,937	-2.3%	834	16.6%	2,770	2.7%

	门店预期毛利率		折扣率		促销率		时段折扣率	
区域	本期	同比	本期	同比	本期	同比	本期	同比
华东区	41.5%	2.4pp	24.7%	1.9pp	9.9%	-1.0pp	14.8%	2.9pp
长沙区	36.0%	0.6pp	20.4%	2.2pp	7.0%	0.4pp	13.4%	1.8pp
武汉区	34.4%	1.4pp	17.8%	0.9pp	7.7%	-0.9pp	10.1%	1.8pp
成都区	36.2%	0.5pp	21.7%	2.5pp	6.9%	-0.4pp	14.8%	2.8pp
重庆区	37.3%	1.1pp	22.8%	2.7pp	7.4%	-0.2pp	15.4%	2.9pp

1.2 品类贡献

从销售额和全链路毛利额来看，肉禽蛋类以及水产类对整体的影响比较大，销售额和全链路毛利额同时下降且降幅较多；冷藏及加工类、预制菜类、猪肉类同比表现较好，销售额以及全年度毛利额均同比上升。

- 肉禽蛋类：销售额占比以及全链路毛利额占比同比下降较多（分别-0.9PP， -3.3PP），销售额主要受客单价下降影响（同比-12.2%）品类中降幅最高；全链路毛利额中供应链毛利额下降较多（-42 元， -25.6%）且是唯一供应链毛利率同比下降的品类。
- 水产类：销售额以及全链路毛利额同比降幅较多（分别-10.7%， -13.3%），销售额主要受来客数影响（同比-6.6%），且折扣率同比+5.2PP，导致门店毛利额同比下降（-15.8%）；虽然供应链毛利率同比略上升（+0.2PP），但受量不足的影响导致供应链毛利额同比下降（-7.5%）。
- 冷藏及加工类&预制菜类：受销售重量提升较多带来客数同比上升较多（分别+13.7%， +30.1%），从而总销售额环比上升较多（+34.9%， +41.5%）；受门店定价毛利率上升带动门店毛利率同比上升，从而带动门店毛利额上升。

华东区		全品类		蔬菜类		水果类		水产类		猪肉类		肉禽蛋类		冷藏及加工类		预制菜	
模块	指标	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比
店日均经营数据	日均销售额	10,293	-1.1%	2,880	-3.6%	698	-10.1%	740	-10.7%	2,864	3.0%	1,793	-6.1%	871	17.9%	497	19.7%
	销售占比	100%	-	28.0%	-0.7PP	6.8%	-0.7PP	7.2%	-0.8PP	27.8%	1.1PP	17.4%	-0.9PP	8.5%	1.4PP	4.8%	0.8PP
	日均销售重量	641	3.2%	363	4.5%	53	-10.0%	17	-9.2%	85	-2.4%	54	3.2%	60	22.2%	10	17.3%
	全链路毛利额	3,021	7.3%	857	3.4%	164	-4.9%	175	-13.3%	1,010	20.7%	415	-13.6%	261	34.9%	154	41.5%
	全链路毛利额占比	100%	-	28.4%	-1.1PP	5.4%	-0.7PP	5.8%	-1.4PP	33.4%	3.7PP	13.7%	-3.3PP	8.6%	1.8PP	5.1%	1.2PP
	门店毛利额	2,189	4.7%	602	5.6%	101	-6.6%	119	-15.8%	818	6.7%	293	-7.5%	167	31.5%	99	56.0%
	门店毛利额占比	100%	-	27.5%	0.2PP	4.6%	-0.6PP	5.4%	-1.3PP	37.4%	0.7PP	13.4%	-1.8PP	7.6%	1.6PP	4.5%	1.5PP
	供应链毛利额	833	14.6%	256	-1.5%	63	-1.9%	56	-7.5%	191	176.1%	122	-25.6%	94	41.6%	55	21.1%
毛利率	供应链毛利额占比	100%	-	30.7%	-5.0PP	7.6%	-1.3PP	6.8%	-1.6PP	23.0%	13.4PP	14.6%	-7.9PP	11.3%	2.1PP	6.6%	0.4PP
	全链路毛利率	29.4%	2.3pp	29.8%	2.0pp	23.6%	1.3pp	23.7%	-0.7pp	35.3%	5.2pp	23.1%	-2.0pp	29.9%	3.8pp	31.1%	4.8pp
	门店毛利率	21.3%	1.2pp	20.9%	1.8pp	14.5%	0.5pp	16.1%	-1.0pp	28.6%	1.0pp	16.3%	-0.2pp	19.2%	2.0pp	20.0%	4.6pp
	供应链毛利率	10.6%	1.7pp	11.2%	0.5pp	11.5%	1.1pp	9.9%	0.2pp	9.4%	6.1pp	8.1%	-2.0pp	15.0%	2.8pp	15.3%	0.9pp
客流	19点前客数	354.6	-1.1%	258.7	-1.0%	31.4	-13.0%	22.8	-16.7%	69.4	-2.1%	32.0	-0.4%	79.6	7.3%	18.5	23.8%
	19点前客数占比	78.6%	-2.3pp	78.8%	-2.1pp	67.6%	-5.3pp	66.6%	-8.1pp	72.4%	-2.5pp	70.4%	-5.2pp	68.8%	-4.1pp	63.3%	-3.2pp
	全天客数	451.0	1.7%	328.3	1.7%	46.4	-6.2%	34.3	-6.6%	95.8	1.4%	45.5	6.9%	115.6	13.7%	29.3	30.1%
客单价	19点前客单价	22.0	-4.3%	8.8	-6.2%	15.6	-1.2%	24.0	-0.2%	32.5	2.6%	40.9	-11.1%	7.6	1.8%	19.1	-6.4%
	全天客单价	22.8	-2.8%	8.8	-5.2%	15.0	-4.1%	21.6	-4.4%	29.9	1.7%	39.4	-12.2%	7.5	3.7%	17.0	-8.0%
	门店折扣率	24.7%	5.8pp	22.5%	5.3pp	26.5%	5.1pp	24.2%	5.2pp	24.7%	5.3pp	27.7%	8.0pp	24.5%	6.2pp	24.7%	5.4pp
门店折扣	促销折扣率	9.9%	2.9pp	9.8%	3.3pp	10.3%	2.6pp	8.1%	0.7pp	10.6%	3.3pp	11.6%	3.4pp	7.2%	2.5pp	7.0%	2.9pp
	时段折扣率	14.8%	2.9pp	12.7%	2.0pp	16.1%	2.5pp	16.1%	4.5pp	14.1%	2.0pp	16.1%	4.6pp	17.3%	3.7pp	17.7%	2.5pp
	抽检不良率-批次	0.0%	0.0pp	1.0%	-0.5pp	3.1%	2.3pp	0.0%	0.0pp	0.0%	-0.3pp	0.3%	0.1pp	0.3%	0.2pp	0.1%	-0.2pp
品质	退货率	0.3%	0.1pp	0.3%	0.2pp	1.0%	0.7pp	0.1%	0.1pp	0.3%	0.1pp	0.1%	0.0pp	0.1%	0.0pp	0.0%	0.0pp
	门店损耗率	2.0%	0.0pp	3.3%	0.5pp	1.9%	-1.0pp	1.1%	-1.3pp	1.6%	-0.3pp	-0.5%	-2.5pp	4.3%	5.3pp	4.5%	3.3pp
	采购价	10.8	-6.4%	5.4	-9.9%	9.1	-0.4%	29.4	0.3%	21.6	0.2%	25.6	-2.2%	8.6	-10.0%	28.4	-4.9%
平均价格	出库价	12.7	-5.5%	6.3	-9.8%	11.3	0.1%	36.5	-0.5%	24.0	4.3%	27.8	-8.8%	11.7	-5.8%	38.0	-3.6%
	19点前售价	17.4	-3.0%	8.5	-7.8%	14.8	5.8%	50.9	4.6%	37.8	7.5%	38.8	-3.4%	15.7	-3.0%	55.6	4.7%
	门店定价毛利率	39.2%	3.7pp	40.5%	5.0pp	37.1%	1.7pp	36.3%	1.8pp	38.6%	-0.1pp	38.7%	4.8pp	39.9%	9.3pp	42.3%	9.8pp
价格策略	供应链定价毛利率	11.4%	-1.7pp	9.9%	-0.6pp	11.3%	-1.9pp	13.7%	-2.1pp	11.8%	-0.4pp	8.5%	-6.3pp	16.5%	1.8pp	15.4%	-2.7pp
	终端高价率-比价商	90.7%	3.2pp	98.2%	98.2pp	41.7%	-45.8pp	77.8%	77.8pp	100.0%	100.0pp	100.0%	100.0pp	0.0%	0.0pp	0.0%	0.0pp

	指标	蔬菜类	水果类	水产类	猪肉类	肉禽蛋类	冷藏及加工	预制菜
同比 (额)	销售额	-109	-78	-89	84	-117	132	82
	销售重量	16	-6	-2	-2	2	11	2
	来客数	5	-3	-2	1	3	14	7
	全链路毛利额	28	-8	-27	173	-65	68	45
	门店毛利额	32	-7	-22	51	-24	40	36
	供应链毛利额	-4	-1	-5	122	-42	28	10
影响占比	销售额	-115%	-83%	-94%	89%	-124%	140%	87%
	全链路毛利额	13%	-4%	-13%	81%	-31%	32%	21%
	门店毛利额	30%	-7%	-21%	48%	-22%	38%	34%
	供应链毛利额	-4%	-1%	-4%	113%	-39%	26%	9%

肉禽蛋类：从中分类来看，主要是蛋类以及羊肉类销售额以及全链路毛利额同比下降较多，尤其是蛋类贡献度占比下降较多；

- 蛋类：**蛋类对整体肉禽蛋类的贡献度同比下降：销售额占比-2.5PP，全链路毛利额占比-4.1PP 其中门店毛利额占比下降较多（-5.6PP）。销售额主要是受全天客流同比下降较多（-12.2%）影响，同时受时段折扣率影响（+5.5PP），导致门店毛利率下降（-1.6PP）；最终影响毛利额下降（-20.9%）。
- 羊肉类：**虽然销售额占比以及全链路毛利额占比提升主要受门店订购率带动（及订购门店增多），但是从店日均数据来看销售额下降幅度较高（-32.7%）同时供应链毛利率，门店毛利率双重下降，导致全链路毛利额降幅较多（-41.9%）。

华东区		肉禽蛋类		牛肉类		蛋类		鸡类		羊肉类		鸭类		其他禽类		其他畜类	
模块	指标	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比
全量占比	销售额占比	100%		36.1%	-1.7pp	25.5%	-2.5pp	24.3%	0.2pp	6.2%	2.5pp	6.0%	0.9pp	1.4%	0.7pp	0.6%	-0.1pp
	全链路毛利额占比	100%		31.8%	1.7pp	33.3%	-4.1pp	23.7%	-1.4pp	3.9%	1.5pp	5.7%	1.5pp	1.1%	0.7pp	0.5%	0.0pp
	门店毛利额占比	100%		35.3%	3.7pp	33.3%	-5.6pp	20.4%	-1.7pp	5.0%	1.8pp	5.0%	1.5pp	0.6%	0.3pp	0.4%	0.1pp
	供应链毛利额占比	100%		23.2%	-3.7pp	33.2%	-1.1pp	31.9%	0.9pp	1.3%	0.3pp	7.6%	1.8pp	2.3%	2.0pp	0.6%	0.0pp
店均销售毛利	销售额	1,790	-6.2%	752	-14.4%	458	-14.9%	438	-5.3%	581	-32.7%	136.2	1.5%	75.1	38.6%	152.3	-40.5%
	品效	121.0	-14.4%	381.9	-22.7%	112.0	-27.0%	63.5	-6.0%	312.8	-27.3%	70.7	-1.4%	79.2	39.8%	155.3	-39.4%
	销售重量	53.8	3.1%	9.9	1.1%	26.7	-6.5%	12.5	10.1%	8.4	-30.4%	5.4	26.2%	0.8	49.4%	2.7	-40.7%
	全链路毛利率	413	-13.3%	152	-12.4%	137.9	-22.9%	99.0	-17.9%	85.4	-41.9%	30.0	7.0%	13.8	99.7%	27.9	-30.7%
	门店毛利率	293	-7.6%	120	-1.3%	97.8	-20.9%	60.2	-14.6%	77.5	-39.0%	18.4	21.2%	5.3	13.9%	18.1	-21.6%
	供应链毛利率	120.4	-24.8%	32.5	-38.1%	40.1	-27.3%	38.8	-22.6%	7.9	-60.1%	11.6	-9.8%	8.5	274.1%	9.8	-42.8%
	全链路毛利率	23.1%	-1.9pp	20.3%	0.5pp	30.1%	-3.1pp	22.6%	-3.5pp	14.7%	-2.3pp	22.0%	1.1pp	18.4%	5.6pp	18.3%	2.6pp
	门店毛利率	16.3%	-0.2pp	16.0%	2.1pp	21.4%	-1.6pp	13.7%	-1.5pp	13.3%	-1.4pp	13.5%	2.2pp	7.0%	-1.5pp	11.9%	2.9pp
	供应链毛利率	8.1%	-2.0pp	5.1%	-1.8pp	11.2%	-2.2pp	10.3%	-2.5pp	1.6%	-1.1pp	9.8%	-0.9pp	13.3%	8.3pp	8.0%	-0.1pp
	店日均进货量	53.6	-4.5%	9.6	-2.3%	25.9	-19.2%	13.2	13.6%	8.8	-25.7%	5.4	22.4%	0.9	33.8%	2.8	-42.1%
用户	客单价	39.4	-12.2%	61.6	-18.0%	38.9	-3.0%	24.3	-13.1%	81.0	-22.4%	20.0	-24.5%	39.7	-2.5%	67.0	-3.6%
	全天客数	45	6.8%	12.2	4.4%	11.8	-12.2%	18.0	8.9%	7.2	-13.3%	6.8	34.5%	1.9	42.2%	2.3	-38.2%
	19点前客数占比	70.4%	-5.2pp	69.6%	-7.6pp	72.8%	-8.4pp	67.5%	-3.0pp	68.2%	-6.1pp	69.5%	1.3pp	65.6%	5.6pp	82.4%	-1.1pp
	19点前客数	32	-0.6%	8.5	-5.8%	8.6	-21.3%	12.1	4.2%	4.9	-20.5%	4.7	37.0%	1.2	55.5%	1.9	-39.0%
退货损耗	退货率	0.1%	0.0pp	0.1%	0.1pp	0.0%	0.0pp	0.1%	0.0pp	0.1%	0.0pp	0.0%	0.0pp	0.1%	-0.1pp		0.0pp
	损耗率	-0.5%	-2.5pp	-3.5%	-3.8pp	-2.3%	-7.0pp	3.0%	1.1pp	4.8%	8.2pp	1.6%	-2.5pp	5.5%	2.3pp	3.7%	-1.9pp
定价	门店定价毛利率	38.7%	4.8pp	39.2%	3.3pp	38.4%	4.9pp	37.0%	5.7pp	47.7%	10.8pp	32.6%	0.1pp	36.7%	2.4pp	35.3%	4.7pp
	供应链预期毛利率	8.5%	-5.3pp	6.0%	-1.1pp	11.2%	-7.0pp	10.4%	-9.9pp	3.0%	0.0pp	9.8%	-4.9pp	13.3%	7.9pp	8.0%	-12.9pp
价格	采购价-元/kg	25.7	0.7%	62.3	-12.8%	12.4	10.3%	25.8	-12.7%	56.2	-6.9%	19.6	-18.3%	68.5	-4.0%	43.4	-0.3%
	平均售价-元/kg	33.3	-9.1%	75.8	-15.3%	17.2	-8.9%	35.0	-14.0%	69.1	-3.4%	25.3	-19.6%	89.8	-7.2%	55.6	0.4%
折扣	促销折扣率	11.6%	-1.5pp	13.7%	-1.5pp	7.3%	-1.9pp	10.4%	-2.8pp	21.2%	5.2pp	7.3%	-6.0pp	12.7%	3.2pp	15.6%	-8.0pp
	时段折扣率	16.1%	-4.6pp	17.1%	5.3pp	16.0%	5.5pp	14.7%	2.8pp	18.5%	4.9pp	13.9%	2.1pp	15.9%	-1.3pp	8.2%	0.8pp

肉禽蛋类：从小分类来看，鸡蛋类，牛腩类，羊排类影响较多。尤其牛腩类销售重量同比下降幅度较高（-30.5%），从而导致销售额同比下降较多（-44%）。

指标-店日均		当周值															
华东区	鸡蛋类	牛分割肉类	整鸡类	牛肉类	鸡翅类	牛腩类	羊排类	牛副件类	羊分体类	其他鸡副件类	鸭内肚类	鸡腿类	整鸭类	鸽子类	牛分割肉类	鸡胸肉类	其他鸡副件类
全链路毛利额	137	190	52	190	35	147	358	104	-666	39	8	7	25	14	327	5	16
供应链毛利额	39	19	18	17	13	10	-8	22	30	11	4	4	11	8	-	2	9
门店毛利额	98	171	34	173	21	137	367	82	-696	27	4	3	14	5	327	3	7
全链路毛利率	30.6%	40.6%	22.4%	27.2%	24.5%	51.8%	61.9%	18.4%	-151.9%	24.6%	18.7%	20.0%	20.6%	18.3%	100.0%	20.0%	19.6%
供应链毛利率	11.2%	6.3%	9.0%	3.2%	11.2%	6.7%	-13.0%	4.5%	2.6%	8.6%	10.4%	12.1%	10.2%	13.2%	0.0%	10.0%	12.0%
门店毛利率	21.9%	36.6%	14.7%	24.9%	15.1%	48.3%	83.9%	14.5%	-158.6%	17.5%	9.4%	9.0%	11.5%	7.0%	100.0%	11.1%	10.3%
销售重量	26	6	6	10	4	4	6	4	7	7	1	2	5	1	5	1	2
销售额	449	468	233	696	142	284	437	566	439	157	45	34	120	75	327	25	81
19点前销售额	312	333	179	537	112	206	311	477	284	130	32	23	93	53	271	17	47
19点前客数	8	6	4	7	5	4	3	3	3	6	1	2	2	1	3	2	10
19点前客单价	40.9	56.6	46.9	82.1	21.9	48.9	89.4	179.3	113.6	20.9	21.4	13.5	41.7	42.4	81.9	11.2	27.2
采购价	12.2	60.5	28.8	62.6	27.4	56.2	77.9	112.0	56.0	17.2	27.8	15.7	19.8	68.8	0.0	16.1	33.9
平均售价	17.0	74.6	40.8	73.1	37.0	71.0	78.7	131.1	66.4	22.7	35.5	19.9	25.7	90.2	70.8	20.4	41.3
折扣率	23.4%	31.4%	27.4%	27.6%	20.9%	32.5%	38.1%	32.8%	47.1%	15.4%	25.6%	24.0%	23.2%	28.6%	35.2%	21.7%	32.2%
时段折扣率	15.9%	18.0%	13.6%	16.2%	13.0%	17.7%	18.2%	10.7%	22.3%	12.0%	16.9%	18.3%	13.7%	15.9%	11.0%	18.2%	24.9%
促销折扣率	7.4%	13.4%	13.8%	11.4%	7.9%	14.9%	19.9%	22.1%	24.8%	3.5%	8.7%	5.7%	9.5%	12.7%	24.3%	3.5%	7.3%
同比																	
全链路毛利额	-22.2%	65.2%	-23.1%	643.4%	-8.7%	-49.3%	-21.1%	22.0%	10.0%	31.4%	45.5%	-28.9%	-35.0%	98.0%	-11.1%	-36.1%	53.6%
供应链毛利额	-27.1%	-46.2%	-32.6%	-73.6%	-5.9%	-46.1%	-	-22.8%	34.9%	11.3%	5.8%	-35.8%	-30.2%	270.6%	-	-38.8%	36.7%
门店毛利额	-20.1%	113.3%	-17.1%	565.8%	-10.3%	-49.5%	-19.2%	44.4%	10.9%	41.9%	32.2%	-18.4%	-38.3%	13.2%	-11.1%	-33.6%	82.6%
全链路毛利率	-3.0pp	19.9pp	-3.2pp	24.4pp	-2.4pp	-5.4pp	-18.1pp	4.1pp	142.5pp	0.5pp	4.0pp	-9.6pp	-1.0pp	5.5pp	-	-7.6pp	4.8pp
供应链毛利率	-2.2pp	-1.0pp	-2.9pp	-3.6pp	-1.0pp	-1.1pp	-13.0pp	-0.7pp	-0.0pp	-1.2pp	-0.2pp	-8.3pp	0.1pp	8.2pp	-	-5.0pp	2.2pp
门店毛利率	-1.5pp	22.1pp	-0.9pp	29.0pp	-1.8pp	-5.3pp	-16.1pp	5.0pp	146.4pp	1.6pp	4.8pp	-2.6pp	-1.2pp	-1.5pp	-	-3.6pp	3.1pp
销售重量	-6.2%	2.1%	0.9%	-11.5%	14.5%	-30.5%	-6.6%	2.5%	128.3%	44.6%	20.8%	33.6%	-10.4%	48.2%	-16.5%	0.5%	33.2%
销售额	-14.6%	-15.6%	-12.2%	-22.0%	0.2%	-44.0%	-3.7%	-5.5%	113.2%	28.9%	14.0%	5.3%	-31.7%	38.2%	-11.1%	-11.9%	15.7%
19点前销售额	-21.0%	-22.4%	-15.6%	-30.1%	-0.1%	-45.9%	-9.8%	-11.1%	71.5%	28.5%	21.5%	1.4%	-35.0%	42.9%	-3.3%	-17.4%	8.8%
19点前客数	-21.7%	-8.7%	-4.2%	-15.2%	7.9%	-13.4%	3.8%	-10.4%	63.4%	35.2%	5.0%	15.2%	0.1%	55.4%	-14.6%	-6.3%	13.1%
19点前客单价	0.9%	-15.0%	-11.9%	-17.6%	-7.4%	-37.5%	-13.1%	-0.8%	5.0%	-5.0%	15.7%	-11.9%	-35.1%	-8.1%	13.3%	-11.8%	-3.8%
采购价	10.7%	-16.2%	-14.6%	-6.2%	-9.9%	-17.7%	#DIV/0!	-5.5%	-7.5%	-8.0%	-8.4%	-12.2%	-23.1%	-3.5%	#DIV/0!	-5.7%	-14.6%
平均售价	-9.0%	-17.3%	-13.0%	-11.8%	-12.5%	-19.4%	3.1%	-7.8%	-6.6%	-10.8%	-5.6%	-21.2%	-23.9%	-6.8%	6.5%	-12.3%	-13.2%
折扣率	3.6pp	3.9pp	-0.4pp	8.5pp	-0.1pp	1.7pp	9.0pp	0.9pp	15.5pp	-9.1pp	0.4pp	2.6pp	-2.7pp	1.9pp	3.0pp	2.9pp	1.3pp
时段折扣率	5.5pp	5.6pp	3.2pp	7.7pp	1.3pp	4.1pp	2.3pp	3.8pp	10.8pp	2.6pp	-1.0pp	2.4pp	4.1pp	-1.3pp	-5.2pp	3.8pp	4.3pp
促销折扣率	-1.9pp	-1.7pp	-3.5pp	0.8pp	-1.4pp	-2.3pp	6.7pp	-2.9pp	4.7pp	-11.7pp	1.4pp	0.2pp	-6.9pp	3.2pp	8.2pp	-0.9pp	-3.1pp

肉禽蛋类：从与其他大外区对比来看，好于长沙区以及成都区，但是比武汉区以及重庆区同比表现差；主要表现在客单价的同比下滑幅度较多（-12.2%）。

肉禽蛋类		华东区		长沙区		武汉区		成都区		重庆区	
模块	指标	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比
店日均经营数据	日均销售额	1,793	-6.1%	1,717	-10.4%	1,568	-1.4%	1,667	-7.5%	2,037	-5.3%
	日均销售sku	15	9.5%	18	1.8%	13	-1.4%	19	-0.3%	23	9.6%
	品效	121	-14.3%	93	-12.0%	121	0.0%	86	-7.2%	88	-13.5%
	日均销售重量	54	3.2%	52	-4.2%	49	1.4%	54	-5.9%	68	7.9%
	全链路毛利额	415	-13.6%	338	-16.3%	294	-3.8%	330	-15.5%	396	-13.8%
	门店毛利额	293	-7.5%	243	-15.0%	211	-4.4%	221	-14.0%	259	-16.8%
毛利率	供应链毛利额	122	-25.6%	95	-19.5%	83	-2.3%	108	-18.3%	136	-7.6%
	全链路毛利率	23.1%	-2.0pp	19.7%	-1.4pp	18.8%	-0.5pp	19.8%	-1.9pp	19.4%	-1.9pp
	门店毛利率	16.3%	-0.2pp	14.1%	-0.8pp	13.5%	-0.4pp	13.3%	-1.0pp	12.7%	-1.8pp
客流	供应链毛利率	8.1%	-2.0pp	6.5%	-0.8pp	6.1%	-0.1pp	7.6%	-1.1pp	7.7%	-0.3pp
	19点前来客数	32.0	-0.4%	48.9	-1.5%	37.9	1.0%	40.3	-11.9%	54.3	0.6%
	全天来客数	45.5	6.9%	69.0	-0.9%	49.0	4.8%	63.4	-4.3%	82.0	8.0%
客单	全天客单价	39.4	-12.2%	24.9	-9.6%	32.0	-5.9%	26.3	-3.4%	24.8	-12.3%
	客单重量	1.19	-3.4%	0.76	-3.3%	1.00	-3.3%	0.86	-1.7%	0.83	-0.1%
门店折扣	促销折扣率	11.6%	3.4pp	10.0%	5.4pp	10.8%	4.2pp	9.5%	4.7pp	8.2%	3.7pp
	时段折扣率	16.1%	4.6pp	14.6%	1.5pp	10.7%	2.7pp	16.7%	3.4pp	18.2%	4.0pp
品质	抽检不良率-重量	0.3%	0.0pp	0.0%	-0.2pp	0.0%	0.0pp	0.0%	-1.3pp	0.0%	0.0pp
	抽检不良率-批次	0.3%	0.1pp	0.1%	0.0pp	0.0%	0.0pp	0.0%	-0.4pp	0.1%	0.0pp
	退货率	0.1%	0.0pp	0.1%	-0.1pp	0.1%	-0.1pp	0.1%	-0.2pp	0.1%	-0.1pp
平均价格	采购价	25.6	-2.2%	26.2	-2.1%	24.9	0.9%	24.5	1.0%	24.1	-8.0%
	出库价	27.8	-8.8%	28.3	-5.8%	27.6	-2.4%	26.6	-0.7%	26.1	-10.5%
	19点前售价	38.8	-3.4%	37.5	-6.8%	34.1	-1.5%	36.6	2.8%	35.5	-8.4%
	平均售价	33.3	-9.1%	32.9	-6.5%	31.9	-2.8%	30.6	-1.7%	29.9	-12.2%
价格策略	门店定价毛利率	38.7%	4.8pp	33.1%	3.3pp	30.2%	2.6pp	35.2%	3.8pp	33.4%	0.9pp
	供应链定价毛利率	8.5%	-6.3pp	6.7%	-2.1pp	6.5%	-1.7pp	7.6%	-2.4pp	7.5%	-0.6pp
	终端高价率-比价商品	100.0%	100.0pp	43.9%	43.9pp	28.1%	28.1pp	66.7%	30.3pp	50.0%	50.0pp

水产类：从中分类来看，主要受淡水鱼类影响较大，从贡献度来看，销售额占比、全链路毛利额占比同比均下滑；从销售额以及全链路毛利额同比率来看，其降幅也较高。其次贝类销售额以及全链路毛利额降幅也较高。；

- a. **淡水鱼类**：对整体水产类销售额占比-4.1PP，全链路毛利额占比同比-5.4PP，尤其是门店毛利额占比同比-6.5PP。销售额主要受全天来客数下降影响较多（-14.7%）；时段折扣率同比上升影响，导致门店毛利率下降（-2.3PP）从而影响门店毛利额同比下降较大（-29.6%）。

华东区		水产类		虾蟹类		淡水鱼类		海水鱼类		贝类		软足类		海鲜水发类		两栖类	
模块	指标	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比	本月	同比
全量占比	销售额占比	100%		36.9%	-1.6pp	30.6%	-4.1pp	22.6%	3.7pp	4.6%	1.6pp	2.4%	1.2pp	1.8%	-0.3pp	1.2%	-0.4pp
	全链路毛利额占比	100%		41.8%	-1.1pp	31.7%	-5.4pp	17.7%	3.4pp	4.7%	1.9pp	1.4%	0.6pp	1.6%	0.2pp	1.1%	0.3pp
	门店毛利额占比	100%		46.5%	1.4pp	27.3%	-6.5pp	18.0%	2.2pp	4.9%	2.4pp	0.9%	0.7pp	1.1%	0.2pp	1.2%	-0.3pp
	供应链毛利额占比	100%		33.4%	-4.7pp	39.5%	-4.3pp	17.1%	6.0pp	4.5%	0.9pp	2.2%	0.3pp	2.4%	0.0pp	1.0%	1.7pp
店均销售毛利	销售额	740	-10.9%	283	-14.5%	235	-18.4%	175	-0.5%	42	-21.9%	53.2	32.5%	15.9	-17.6%	96.1	-50.2%
	品效	57.8	-27.6%	164.8	-28.9%	42.9	-25.5%	57.0	-35.9%	25.3	-38.5%	43.7	23.3%	11.3	-14.4%	97.4	-48.2%
	销售重量	17.0	-9.3%	3.6	-15.8%	7.3	-18.2%	4.6	16.7%	1.0	-19.1%	1.2	7.4%	0.9	-23.0%	2.2	-52.8%
	全链路毛利额	186	-11.2%	81	-13.2%	61.3	-21.2%	34.5	2.6%	11.0	-14.2%	7.6	26.2%	3.6	8.3%	22.0	-5.7%
	门店毛利额	119	-15.9%	57	-13.2%	33.8	-29.6%	22.5	-10.7%	7.2	-4.3%	3.3	198.9%	1.6	10.4%	15.1	-51.1%
	供应链毛利额	67.0	-1.2%	23.2	-13.2%	27.5	-7.5%	12.0	42.3%	3.7	-28.6%	4.4	-11.9%	1.9	6.7%	6.9	-191.8%
	全链路毛利率	25.1%	-0.1pp	28.5%	0.4pp	26.1%	-0.9pp	19.7%	0.6pp	26.1%	2.3pp	14.4%	-0.7pp	22.4%	5.4pp	22.9%	10.8pp
	门店毛利率	16.1%	-1.0pp	20.3%	0.3pp	14.4%	-2.3pp	12.8%	-1.5pp	17.3%	3.2pp	6.1%	3.4pp	10.2%	2.6pp	15.7%	-0.3pp
用户	供应链毛利率	11.7%	1.0pp	11.2%	0.2pp	14.9%	1.4pp	8.6%	2.5pp	11.7%	-0.6pp	9.6%	-4.3pp	13.7%	3.5pp	9.3%	14.2pp
	店日均进货量	17.1	-11.8%	3.8	-16.9%	7.2	-21.6%	4.7	19.2%	0.9	-40.7%	1.3	11.8%	0.9	-23.5%	2.3	50.4pp
	客单价	21.6	-4.4%	31.8	-15.6%	16.5	-4.3%	20.4	-9.0%	13.6	-5.5%	17.3	15.0%	5.9	11.9%	27.1	-10.3%
	全天客数	34	-6.8%	8.9	1.3%	14.3	-14.7%	8.6	9.4%	3.1	-17.3%	3.1	15.3%	2.7	-26.4%	3.5	-44.4%
退货损耗	19点前客数占比	66.6%	-8.1pp	71.8%	-7.9pp	65.1%	-9.3pp	65.4%	-6.7pp	58.5%	-6.5pp	51.6%	-11.4pp	55.0%	-11.0pp	63.3%	-23.4pp
	19点前客数	23	-16.8%	6.4	-8.8%	9.3	-25.4%	5.6	-0.9%	1.8	-25.6%	1.6	-5.6%	1.5	-38.6%	2.2	-59.4%
	退货率	0.1%	0.1pp	0.0%	0.0pp	0.1%	0.0pp	0.3%	0.2pp	0.1%	0.1pp	0.1%	0.1pp	0.1%	0.0pp	0.3%	0.2pp
	损耗率	1.1%	-1.3pp	3.2%	-1.1pp	1.7%	-2.1pp	1.2%	-1.6pp	1.5%	-2.6pp	4.3%	3.7pp	5.3%	0.2pp	3.2%	5.4pp
定价	门店定价毛利率	36.3%	1.8pp	40.7%	0.8pp	33.2%	1.6pp	33.8%	3.3pp	34.3%	1.4pp	34.7%	10.2pp	35.4%	7.6pp	36.5%	9.1pp
	供应链预期毛利率	11.7%	-2.8pp	11.2%	-2.2pp	14.9%	-2.4pp	8.6%	-5.4pp	11.7%	-2.2pp	9.5%	-4.7pp	13.7%	1.6pp	9.3%	14.4pp
	采购价-元/kg	32.1	1.1%	53.2	2.3%	24.0	5.3%	30.1	-17.2%	32.3	27.8%	36.0	20.2%	13.4	0.7%	32.2	-13.2%
	平均售价-元/kg	43.5	-1.7%	77.8	1.6%	32.3	-0.2%	37.9	-14.8%	43.7	-3.4%	44.4	23.4%	18.1	7.1%	43.4	5.6%
折扣	促销折扣率	8.1%	-3.1pp	10.0%	-3.5pp	7.3%	-2.1pp	7.8%	-4.1pp	4.2%	-3.1pp	4.7%	0.0pp	3.6%	-1.1pp	5.4%	-1.4pp
	时段折扣率	16.1%	4.5pp	14.4%	4.0pp	16.6%	4.5pp	16.5%	4.2pp	18.4%	3.0pp	23.7%	5.7pp	20.8%	6.1pp	18.4%	9.0pp

从小分类来看，白虾类、带鱼类，鲈桂类，草鱼类销售额以及全链路毛利额同比降幅较高。

指标-店日均		高斯值																			
华东区		虾仁类	白虾类	黄鱼类	带鱼类	鲫鱼类	鲈柱类	其他淡水鱼类	鳊鱼类	鳊鲃类	其他海水鱼类	巴沙鱼类	草鱼类	黄骨鱼类	武昌鱼类	鲢类	鳙鱼类	海鱼类	扇贝类	其他虾蟹类	蛙类
全链路毛利额		69	22	15	19	18	13	10	9	20	10	9	25	7	10	7	7	3	6	12	11
供应链毛利额		20	7	5	7	8	8	5	4	4	4	2	10	4	6	2	4	2	2	4	4
门店毛利额		50	15	10	13	10	6	5	5	15	6	7	16	3	4	5	3	2	4	8	6
全链路毛利率		35.5%	14.7%	20.3%	15.9%	28.9%	26.0%	22.0%	21.0%	23.1%	24.9%	33.0%	23.5%	20.1%	31.9%	30.2%	16.0%	22.3%	26.7%	12.5%	17.9%
供应链毛利率		14.7%	5.5%	8.1%	6.5%	16.1%	18.7%	13.3%	11.0%	6.6%	11.6%	12.0%	11.5%	13.6%	24.5%	13.5%	10.8%	13.3%	13.1%	4.9%	9.3%
门店毛利率		25.4%	10.2%	13.9%	10.6%	16.5%	10.7%	11.2%	12.1%	18.1%	15.9%	24.8%	14.5%	8.7%	12.2%	20.3%	6.8%	10.5%	16.6%	8.4%	10.3%
销售重量		2	3	1	3	2	1	2	1	2	2	1	4	1	1	1	1	1	1	1	1
销售额		196	149	74	122	63	51	47	45	85	39	27	108	37	31	25	44	16	24	94	59
19点前销售额		153	105	53	99	52	37	32	30	68	28	19	84	25	20	17	27	10	15	62	37
19点前来客数		5	3	2	4	3	2	2	2	2	2	1	3	1	1	1	1	1	1	2	2
19点前客单价		34.0	32.6	27.9	25.8	16.2	17.5	18.9	18.6	29.3	16.5	13.1	24.8	20.5	19.3	14.0	20.1	7.0	17.4	31.3	22.3
采购价		56.4	48.2	40.1	31.1	21.7	31.1	21.9	28.2	31.3	18.7	18.4	19.0	36.2	20.1	27.8	35.2	13.4	32.7	62.2	34.0
平均售价		92.7	57.9	49.8	39.1	32.3	41.7	29.3	36.3	37.0	24.7	24.0	25.3	44.7	29.6	39.5	44.6	18.0	43.9	71.9	42.5
折扣率		23.6%	26.1%	24.2%	24.1%	21.4%	22.3%	27.1%	25.1%	28.0%	23.6%	22.4%	24.3%	23.3%	24.2%	21.7%	27.3%	24.5%	24.9%	26.4%	28.7%
时段折扣率		13.5%	15.8%	16.8%	12.9%	11.5%	18.0%	19.5%	20.1%	14.9%	18.8%	18.9%	14.2%	19.7%	20.4%	17.8%	23.0%	20.8%	21.6%	19.7%	23.6%
促销折扣率		10.1%	10.3%	7.3%	11.2%	9.9%	4.2%	7.7%	5.0%	13.1%	4.8%	3.6%	10.1%	3.5%	3.8%	3.9%	4.2%	3.6%	3.3%	6.7%	5.1%
同比																					
全链路毛利额		-2.8%	-6.1%	-2.7%	-4.0%	7.8%	-40.9%	-16.5%	-26.2%	-15.4%	3.1%	2.7%	-4.8%	-5.0%	-1.7%	-2.5%	25.6%	5.8%	0.3%	-5.1%	4.4%
供应链毛利额		-23.6%	2.1%	-13.4%	199.4%	38.5%	16.4%	-16.4%	-22.5%	-30.7%	34.5%	-57.5%	-54.6%	-41.6%	8.3%	-42.8%	-18.1%	1.1%	-42.4%	-156.1%	-157.1%
门店毛利额		8.9%	-6.6%	-32.0%	-57.6%	7.5%	-44.8%	-16.9%	-8.8%	0.9%	8.9%	1.6%	-43.9%	-39.3%	-0.7%	-20.5%	343.7%	10.1%	61.1%	-74.7%	-6.3%
全链路毛利率		-1.6pp	-2.9pp	1.3pp	-2.7pp	3.4pp	-2.8pp	-3.0pp	-3.0pp	2.0pp	10.8pp	3.2pp	-3.8pp	-10.1pp	-5.1pp	2.0pp	-0.3pp	5.3pp	7.2pp	1.7pp	10.3pp
供应链毛利率		-4.4pp	2.8pp	1.6pp	4.9pp	5.0pp	6.8pp	2.1pp	-1.2pp	-0.6pp	6.9pp	-4.7pp	-3.8pp	-5.0pp	0.9pp	-1.4pp	-5.2pp	3.1pp	-1.8pp	8.8pp	16.8pp
门店毛利率		1.7pp	-5.4pp	0.0pp	-6.8pp	-0.5pp	-9.4pp	1.5pp	-2.2pp	2.5pp	5.7pp	7.6pp	-0.9pp	-7.1pp	-7.4pp	3.5pp	4.9pp	2.8pp	9.9pp	-5.5pp	-3.3pp
销售重量		6.5%	-54.1%	-34.7%	-23.8%	-13.3%	-36.8%	-23.4%	-11.7%	-19.4%	1.9%	-22.3%	-44.8%	-33.8%	-6.8%	-36.4%	-4.4%	-24.7%	-48.2%	-52.2%	-59.2%
销售额		1.5%	-53.6%	-32.2%	-30.4%	-4.9%	-33.9%	-28.1%	-15.8%	-22.6%	-41.6%	-34.9%	-40.3%	-26.2%	-4.4%	-27.9%	-19.7%	-19.7%	-26.7%	-58.1%	-55.3%
19点前销售额		-1.3%	-57.6%	-38.4%	-32.9%	-10.9%	-42.1%	-37.3%	-19.7%	-25.5%	-45.8%	-34.8%	-45.4%	-31.4%	-18.6%	-35.0%	15.4%	-28.8%	-30.4%	-65.8%	-68.8%
19点前来客数		0.8%	-47.5%	-43.5%	-22.6%	-23.0%	-46.9%	-40.4%	-18.6%	-22.0%	-37.3%	-27.6%	-27.9%	-39.3%	-25.6%	-35.7%	-34.2%	-39.1%	-42.4%	-57.6%	-73.0%
19点前客单价		-2.1%	-19.2%	8.9%	-13.2%	15.8%	9.1%	5.2%	-1.4%	-4.5%	-13.5%	-9.9%	-24.3%	-0.7%	9.4%	1.2%	75.2%	16.9%	20.7%	-19.2%	15.6%
采购价		-0.9%	7.0%	-1.9%	-6.7%	16.1%	7.3%	-6.8%	-1.0%	7.7%	-46.8%	-3.9%	15.4%	16.5%	13.5%	4.5%	29.3%	0.7%	32.7%	-15.0%	-6.9%
平均售价		-4.7%	1.2%	3.8%	-6.9%	9.8%	4.6%	-6.2%	-4.7%	-4.0%	-42.8%	-16.0%	8.4%	11.6%	2.6%	3.6%	33.8%	6.6%	41.5%	-12.4%	9.5%
折扣率		0.9pp	0.3pp	0.3pp	-1.0pp	6.8pp	3.9pp	5.4pp	1.2pp	1.5pp	-0.1pp	-1.0pp	1.4pp	-6.6pp	6.7pp	-0.1pp	4.7pp	5.1pp	1.1pp	2.5pp	14.5pp
时段折扣率		2.8pp	5.5pp	4.9pp	3.5pp	3.9pp	7.1pp	6.1pp	3.3pp	4.7pp	4.8pp	1.7pp	5.5pp	0.5pp	7.3pp	1.0pp	4.7pp	6.2pp	1.7pp	11.2pp	18.2pp
促销折扣率		-1.9pp	-5.2pp	-4.7pp	-4.5pp	2.9pp	-3.2pp	-0.8pp	-2.1pp	-3.2pp	-4.9pp	-2.7pp	-4.0pp	-7.0pp	-0.6pp	-1.0pp	0.0pp	-1.1pp	-0.6pp	-6.7pp	-3.7pp

水产类：从与其他大外区对比来看，销售额降幅好于从长沙区以及武汉区。但全链路毛利额在大外区中降幅最低，主要受全链路毛利率降幅较少的原因，主要受定价毛利率同比上升较多的影响带动。。

水产类		华东区		长沙区		武汉区		成都区		重庆区	
模块	指标	本期	同比	本期	同比	本期	同比	本期	同比	本期	同比
店日均经营数据	日均销售额	740	-10.7%	696	-12.3%	516	-19.0%	656	-10.0%	913	-2.1%
	日均销售sku	13	23.2%	12	3.0%	11	-2.7%	12	8.5%	14	22.7%
	品效	58	-27.5%	58	-14.8%	47	-16.7%	54	-17.0%	63	-20.2%
	日均销售重量	17	-9.2%	17	-11.8%	13	-17.5%	14	-7.4%	22	-1.0%
	全链路毛利额	175	-13.3%	133	-16.2%	88	-44.9%	129	-31.0%	172	-26.7%
	门店毛利额	119	-15.8%	89	-22.8%	56	-55.6%	76	-43.5%	118	-38.1%
毛利率	供应链毛利额	56	-7.5%	44	1.0%	32	-5.8%	53	1.2%	54	22.6%
	全链路毛利率	23.7%	-0.7pp	19.0%	-0.9pp	17.1%	-8.0pp	19.6%	-6.0pp	18.9%	-6.3pp
	门店毛利率	16.1%	-1.0pp	12.7%	-1.7pp	10.8%	-8.9pp	11.6%	-6.9pp	12.9%	-7.5pp
客流	供应链毛利率	9.9%	0.2pp	7.9%	0.9pp	7.6%	0.3pp	10.0%	0.4pp	7.4%	0.9pp
	19点前来客数	22.8	-16.7%	23.1	-12.2%	22.6	-13.4%	22.2	-12.9%	31.0	1.2%
	全天来客数	34.3	-6.6%	34.8	-6.2%	30.6	-9.8%	34.4	-5.6%	43.6	6.9%
客单	全天客单价	21.6	-4.4%	20.0	-6.4%	16.9	-10.1%	19.1	-4.6%	21.0	-8.4%
	客单重量	0.50	-2.7%	0.48	-6.0%	0.43	-8.6%	0.42	-1.9%	0.50	-7.4%
	客单单价	43.5	-1.7%	41.6	-0.5%	39.5	-1.7%	45.5	-2.8%	42.0	-1.1%
门店折扣	门店折扣率	24.2%	5.2pp	26.5%	6.6pp	18.2%	1.8pp	26.0%	7.4pp	22.7%	4.2pp
门店折扣	促销折扣率	8.1%	0.7pp	8.9%	4.2pp	6.7%	-0.6pp	9.5%	4.0pp	9.2%	3.6pp
门店折扣	时段折扣率	16.1%	4.5pp	17.6%	2.4pp	11.5%	2.4pp	16.6%	3.4pp	13.5%	0.6pp
品质	抽检不良率-重量	0.0%	-6.4pp	0.2%	-27.6pp	0.0%	-27.3pp	0.2%	-8.4pp	0.0%	-0.2pp
	抽检不良率-批次	0.0%	0.0pp	0.3%	0.1pp	0.0%	0.0pp	0.0%	-0.6pp	0.0%	-0.2pp
	退货率	0.1%	0.1pp	0.4%	0.1pp	0.4%	0.4pp	0.2%	-0.2pp	0.4%	0.1pp
平均价格	采购价	29.4	0.3%	29.6	-0.2%	29.1	3.0%	32.4	1.9%	30.0	-6.5%
	出库价	36.5	-0.5%	36.4	1.7%	35.4	9.6%	40.3	5.2%	36.7	8.3%
	19点前售价	50.9	4.6%	47.2	-0.6%	44.1	-2.7%	51.5	-0.2%	48.1	-1.3%
	平均售价	43.5	-1.7%	41.6	-0.5%	39.5	-1.7%	45.5	-2.8%	42.0	-1.1%
价格策略	门店定价毛利率	36.3%	1.8pp	33.8%	0.7pp	27.8%	0.0pp	35.5%	-0.4pp	33.1%	0.9pp
	供应链定价毛利率	13.7%	-2.1pp	9.4%	-1.8pp	8.9%	-4.1pp	13.4%	2.4pp	6.4%	-1.0pp
	终端高价率-比价商品	77.8%	77.8pp	55.6%	55.6pp	45.9%	45.9pp	66.7%	41.7pp	33.3%	33.3pp

附录

当期值							
板块	指标-店日均	华东一区	上海	华东二区	苏州	无锡	常州
盈利情况	全链路毛利额	3,247	3,247	2,701	2,653	3,157	2,490
	供应链毛利额	848	848	770	768	813	694
	门店毛利额	2,399	2,399	1,931	1,884	2,344	1,796
	全链路毛利率	29.3%	29.3%	29.1%	28.9%	30.1%	29.8%
	供应链毛利率	10.0%	10.0%	10.8%	10.9%	10.2%	10.9%
	门店毛利率	21.6%	21.6%	20.8%	20.6%	22.4%	21.5%
销售情况	进货额	8,683	8,683	7,351	7,286	8,137	6,573
	销售额	11,082	11,082	9,282	9,170	10,481	8,368
	19点前销售额	8,455	8,455	6,938	6,795	8,210	6,532
	19点前来客数	405	405	290	286	344	227
	客单价	21.7	21.7	24.7	24.6	25.0	28.9
	19点前客单价	20.9	20.9	23.9	23.8	23.9	28.8
促销情况	折扣率	24.4%	24.4%	25.2%	25.2%	25.5%	22.6%
	时段折扣率	14.3%	14.3%	15.6%	15.9%	14.9%	11.4%
	促销折扣率	10.1%	10.1%	9.6%	9.3%	10.6%	11.1%
月同比							
板块	指标-店日均	华东一区	上海	华东二区	苏州	无锡	常州
盈利情况	全链路毛利额	11.0%	11.0%	7.2%	8.1%	8.4%	-14.0%
	供应链毛利额	16.1%	16.1%	23.3%	21.8%	34.7%	32.9%
	门店毛利额	9.3%	9.3%	1.9%	3.8%	1.5%	-24.4%
	全链路毛利率	2.5pp	2.5pp	2.5pp	2.4pp	3.2pp	0.8pp
	供应链毛利率	1.4pp	1.4pp	2.3pp	2.1pp	3.0pp	3.8pp
	门店毛利率	1.6pp	1.6pp	0.8pp	0.8pp	1.0pp	-2.3pp
销售情况	进货额	-0.5%	-0.5%	-2.7%	-1.9%	-4.2%	-13.7%
	销售额	1.5%	1.5%	-1.8%	-0.9%	-3.0%	-16.2%
	19点前销售额	-2.9%	-2.9%	-5.4%	-4.4%	-7.0%	-21.3%
	19点前来客数	3.2%	3.2%	-1.3%	-0.3%	-3.0%	-13.1%
	客单价	-4.6%	-4.6%	-1.9%	-1.8%	-2.2%	-8.9%
	19点前客单价	-5.9%	-5.9%	-4.1%	-4.1%	-4.2%	-9.5%
促销情况	折扣率	1.7pp	1.7pp	2.3pp	2.1pp	3.7pp	3.5pp
	时段折扣率	2.8pp	2.8pp	2.7pp	2.5pp	4.0pp	2.9pp
	促销折扣率	-1.2pp	-1.2pp	-0.4pp	-0.4pp	-0.2pp	0.6pp