

# 华东周报

## 2025 年华东区

### W11(3.7~3.13)周报

#### 总结：

#### 华东区整体经营：

1. 第 11 周华东区全链路毛利额环比上升（+136 元，+4.0%）但增幅小于大外区均值增幅（主要武汉跟成都增幅较高 7%左右）；绝对值水平好于 1&2 月以及去年同期水平，主要门店毛利额影响较多（影响 90.5%）；
2. 门店毛利额上升主要销售额上升带动（+437 元，+3.9%），影响占比 80%；其次门店毛利率（+0.2PP）影响占比 20%
3. 华东一区和华东二区全链路毛利额环比均上升分别（+3.8%，+4.3%），且对比上月（1&2 月）以及同期业绩来看均上升。华东二区环比表现好于华东一区主要在供应链毛利额增幅较高。

#### 华东区品类：

























1. 从对整体大盘贡献度来看，本周蔬菜类、水果类以及肉禽蛋类对整体全链路毛利额上升影响较多（分别 27%，28%，20%）这 3 个品类贡献度 75%；但冷藏及加工类呈现负影响状态。
2. 从自身业绩增幅来看，水果类、水产类本周全链路毛利额上升幅度明显且对比上月（1 月&2 月）表现较好；猪肉类、冷藏及加工类表现较弱，尤其是冷藏及加工类环比下降。

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### 1. Part1--经营数据复盘

- 第 11 周华东区全链路毛利额环比上升（+136 元，+4.0%）但增幅小于大外区均值增幅（主要武汉跟成都增幅较高 7%左右）；但绝对值水平好于 1&2 月以及去年同期水平，主要门店毛利额影响较多（影响 90.5%）。

- 对比 1-2 月水平表现较好（+494 元，+16.4%）且好于同期水平（+580 元，+19.8%）且增幅高于大外区均值；
- 全链路毛利额环比上升主要受门店毛利额带动（+123 元，+4.9%）影响因素（90.5%），其次供应链毛利额（+13 元，+1.5%）影响因素 9.5%
- 门店毛利额上升主要销售额上升带动（+437 元，+3.9%），影响占比 80%；其次门店毛利率（+0.2PP）影响占比 20%
- 销售额上升主要受来客数和客单价上升影响，因素占比分别（45.5%，54.5%），但来客数增幅低于其他大外区均值 2.4PP。
- 门店毛利率上升主要受门店预期毛利率上升较多带动；门店预期毛利率 +0.9PP 以及门店损耗率-0.4PP 带动；折扣率+1.2PP

华东区			华东区周度经营监控											
模块	指标·店日均	单位	08周 (02.14-02.20)	09周 (02.21-02.27)	10周 (02.28-03.06)	11周 (03.07-03.13)	趋势	周环比	DID-大外区	对比上月 (1&2月)	DID-大外区	对比 去年同期	DID-大外区	
规模	营业·门店数	间	165	164	166	167		0.6%	0.4pp	-5.1%	-3.1pp	-28.6%	-39.7pp	
毛利	全链路毛利额	元	3,015	3,359	3,365	3,501		4.0%	0.6pp	16.4%	4.6pp	19.8%	23.4pp	
	供应链毛利额	元	839	834	842	855		1.5%	0.3pp	5.0%	4.5pp	21.9%	28.3pp	
	门店毛利额	元	2,175	2,524	2,523	2,647		4.9%	0.3pp	20.7%	4.6pp	19.2%	21.8pp	
	全链路毛利率	%	30.4%	30.4%	30.0%	30.0%		0.0pp	0.2pp	0.8pp	0.6pp	3.4pp	2.9pp	
	供应链毛利率	%	11.1%	10.1%	10.0%	9.8%		-0.2pp	0.0pp	-0.6pp	0.2pp	1.5pp	1.6pp	
	门店毛利率	%	21.9%	22.8%	22.5%	22.7%		0.2pp	0.2pp	1.4pp	0.5pp	2.4pp	1.9pp	
	进货量		680	753	751	773		2.9%	-1.0pp	17.7%	5.4pp	8.6%	10.6pp	
销售	进货额	元	7,748	8,539	8,701	9,015		3.6%	1.4pp	11.3%	1.6pp	3.1%	8.9pp	
	全天销售额	元	9,923	11,063	11,225	11,661		3.9%	1.2pp	13.3%	2.4pp	6.4%	11.6pp	
	全天来客数	单	475	520	516	525		1.8%	0.4pp	16.5%	1.5pp	4.3%	5.0pp	
	全天客单价	元/单	20.9	21.3	21.7	22.2		2.1%	1.2pp	-2.7%	0.8pp	2.0%	6.5pp	
	19点前销售额	元	7,412	8,187	8,239	8,556		3.8%	0.9pp	9.9%	1.2pp	1.3%	9.7pp	
	19点前来客数	单	372	405	396	403		1.8%	0.6pp	13.8%	0.2pp	1.1%	3.8pp	
	19点前客单价	元/单	19.9	20.2	20.8	21.2		2.0%	1.7pp	-3.4%	0.9pp	0.2%	6.0pp	
丰富度	动销SKU数	个	217	225	225	226		0.6%	0.6pp	5.4%	-1.8pp	17.3%	10.7pp	
定价	门店预期毛利率	%	41.8%	42.5%	43.3%	44.2%		0.9pp	0.7pp	2.6pp	1.5pp	5.2pp	3.1pp	
	定价毛利率	%	39.9%	40.5%	41.4%	42.4%		1.1pp	1.0pp	3.3pp	2.3pp	6.6pp	3.7pp	
营销	供应链折让率	%	0.4%	0.7%	0.6%	0.7%		0.0pp	0.1pp	-0.5pp	-0.5pp	-1.6pp	-0.2pp	
	折扣率	%	24.8%	25.7%	26.4%	27.6%		1.2pp	0.7pp	3.0pp	2.4pp	4.9pp	3.4pp	
	门店促销折扣率	%	9.7%	10.2%	10.4%	11.7%		1.3pp	0.8pp	1.8pp	1.6pp	1.8pp	2.1pp	
	时段折扣率	%	15.1%	15.6%	16.0%	15.9%		-0.1pp	-0.1pp	1.1pp	0.8pp	3.1pp	1.4pp	
损耗退货	门店损耗率	%	1.7%	1.0%	1.6%	1.1%		-0.4pp	-0.1pp	-0.8pp	-0.9pp	-0.5pp	-1.5pp	
	门店退货率	%	-0.3%	-0.3%	-0.3%	-0.3%		0.0pp	0.0pp	-0.1pp	0.0pp	-0.2pp	-0.2pp	

- 本周**蔬菜类、水果类以及肉禽蛋类**对整体全链路毛利额上升影响较多（分别 27%，28%，20%）这 3 个品类贡献度 75%；但**冷藏及加工类**呈现负影响状态。

	指标	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
环比（额）	销售额	128	129	28	61	92	-5	33
	销售重量	12	8	0	4	0	-1	0
	来客数	8	6	0	2	2	-2	1
	全链路毛利额	33	27	25	18	40	-2	6
	供应链毛利额	-17	8	10	3	7	2	3
	门店毛利额	51	19	16	15	33	-3	4
影响占比	销售额	27%	28%	6%	13%	20%	-1%	7%
	全链路毛利额	22%	18%	17%	12%	27%	-1%	4%
	供应链毛利额	-115%	54%	65%	19%	46%	12%	19%
	门店毛利额	38%	14%	12%	11%	25%	-3%	3%

• 本周华东一区和华东二区全链路毛利额环比均上升分别 **(+3.8%, +4.3%)**，且对比上月 **(1&2 月)** 以及同期业绩来看均上升。华东二区环比表现好于华东一区主要在供应链毛利额增幅较高。

◦ 华东一区：全链路毛利额环比增加 133 元，主要门店毛利额+130 元，供应链毛利额+3 元；门店毛利额主要销售额以及毛利率上升带动，影响占比分别 50%。  
虽客单环比上升但较 1&2 月份以及同期相比仍有一定差距（分别-4.9%，-1.3%）  
尤其是 19 点前客单价差距较多（-5.4%，-2.5%）

◦ 华东二区：全链路毛利额环比增加 139 元，主要门店毛利额+114 元，供应链毛利额+25 元；门店毛利额主要销售额（+616 元，+5.8%）带动影响,且来客数和客单价的增幅均高于华东一区。

◦ **关注点：**① 华东一区：动销 SKU 数仅 216 个（环比-0.7%）且于华东二区（238 个）差异 22 个（-9.2%），且其他大外区动销 SKU 数均>220 个

② 华东二区：促销折扣率以及时段折扣率环比均上升且折扣率增幅高于华东一区 0.9PP

		华东一区周度经营监控										华东二区周度经营监控									
模块	指标-店日均	单位	08周 (02.14-02.20)	09周 (02.21-02.27)	10周 (02.28-03.06)	11周 (03.07-03.13)	趋势	周环比	对比上月	对比去年同期	08周 (02.14-02.20)	09周 (02.21-02.27)	10周 (02.28-03.06)	11周 (03.07-03.13)	趋势	周环比	对比上月	对比去年同期			
规模	营业门店数	间	92	91	92	93		1.1%	-7.0%	-38.0%	73	73	74	74		0.0%	-2.6%	-11.9%			
	全链路毛利额	元	3,171	3,519	3,489	3,622		3.8%	11.6%	20.7%	2,820	3,160	3,212	3,351		4.3%	24.1%	18.9%			
	供应链毛利额	元	869	864	858	861		0.3%	1.5%	16.2%	803	798	821	847		3.1%	9.9%	26.8%			
	门店毛利额	元	2,303	2,655	2,631	2,761		4.9%	15.1%	22.2%	2,017	2,362	2,390	2,504		4.8%	29.7%	16.4%			
	全链路毛利率	%	30.4%	30.2%	29.9%	30.3%		0.4pp	1.0pp	3.6pp	30.3%	30.6%	30.1%	29.7%		-0.4pp	0.6pp	2.8pp			
	供应链毛利率	%	11.0%	9.9%	9.8%	9.6%		-0.1pp	-0.4pp	1.2pp	11.3%	10.3%	10.2%	9.9%		-0.3pp	-0.9pp	1.7pp			
毛利	门店毛利率	%	22.1%	22.8%	22.6%	23.1%		0.5pp	1.5pp	3.0pp	21.7%	22.8%	22.4%	22.2%		-0.2pp	1.4pp	1.6pp			
	进货量		701	780	768	779		1.4%	13.4%	9.0%	654	719	730	765		4.8%	23.9%	8.5%			
	进店额	元	8,116	8,988	9,033	9,193		1.8%	5.9%	2.4%	7,290	7,979	8,291	8,793		6.1%	19.6%	5.6%			
	全天销售额	元	10,418	11,643	11,665	11,954		2.5%	7.9%	6.4%	9,306	10,341	10,681	11,297		5.8%	21.7%	7.8%			
	全天来客数	单	530	585	574	579		1.0%	13.5%	7.8%	406	439	445	458		3.0%	22.2%	3.2%			
	全天客单价	元/单	19.6	19.9	20.3	20.6		1.5%	-4.9%	-1.3%	22.9	23.5	24.0	24.6		2.7%	-0.4%	4.4%			
销售	19点前销售额	元	7,830	8,674	8,598	8,862		3.1%	4.8%	1.7%	6,890	7,581	7,795	8,175		4.9%	17.8%	2.5%			
	19点前来客数	单	419	461	445	449		1.1%	10.8%	4.3%	313	336	337	346		2.9%	19.5%	1.1%			
	19点前客单价	元/单	18.7	18.8	19.3	19.7		2.0%	-5.4%	-2.5%	22.0	22.6	23.2	23.6		1.9%	-1.4%	1.4%			
	丰富度	个	211	220	217	216		-0.7%	2.9%	18.3%	225	231	234	238		2.0%	8.3%	13.2%			
	门店预期毛利率	%	42.3%	42.7%	43.7%	44.5%		0.8pp	2.7pp	5.4pp	41.2%	42.2%	42.8%	43.8%		1.0pp	2.7pp	5.1pp			
	定价毛利率	%	40.6%	41.0%	41.9%	43.0%		1.1pp	3.4pp	7.0pp	39.0%	39.8%	40.6%	41.7%		1.1pp	3.2pp	6.4pp			
营销	供应链折扣率	%	0.5%	0.6%	0.6%	0.7%		0.0pp	-0.6pp	-1.5pp	0.4%	0.7%	0.6%	0.6%		0.0pp	-0.4pp	-1.7pp			
	折扣率	%	24.9%	25.4%	26.1%	26.9%		0.8pp	2.5pp	4.1pp	24.7%	26.1%	26.9%	28.6%		1.7pp	3.5pp	5.9pp			
	门店促销折扣率	%	10.2%	10.4%	10.6%	12.0%		1.4pp	1.9pp	1.6pp	8.9%	9.8%	10.2%	11.3%		1.1pp	1.8pp	2.3pp			
	时段折扣率	%	14.7%	15.0%	15.5%	14.9%		-0.6pp	0.6pp	2.5pp	15.8%	16.3%	16.7%	17.3%		0.6pp	1.7pp	3.6pp			
	门店损耗率	%	2.0%	1.7%	2.4%	2.0%		-0.4pp	-0.3pp	0.0pp	1.3%	0.1%	0.5%	0.1%		-0.4pp	-1.4pp	-0.8pp			
	损耗退货	%	-0.3%	-0.2%	-0.3%	-0.3%		0.0pp	-0.1pp	-0.2pp	-0.4%	-0.4%	-0.4%	-0.4%		0.0pp	-0.1pp	-0.2%			

## 2. Part2--品类数据复盘

• 华东区品类：**水果类、水产类**本周全链路毛利额上升幅度明显且对比上月（1 月 &2 月）表现较好；**猪肉类、冷藏及加工类**表现较弱，尤其是冷藏及加工类环比下降。

◦ 从全链路毛利额增幅来看，水果类以及水产类环比增幅较高（分别+11.7%，+11.8%）较对比 1 月&2 月增幅也较高（分别+60.7%，+30.1%）；猪肉类以及冷藏及加工类环比增幅少（+1.7%，-0.5%）以及对比 1 月&2 月（+3.4%，+7.8%）增幅较少

• **水果类：**主要是进货重量增幅最高（+10.6%）从而带动进货额以及销售  
额环比增长最高（+14.6%，+14%），虽然受折扣率上升较多（+2.6PP）影

响门店毛利率下降 0.4PP，但量的提升较多从而带动整体毛利额环比上升。

- 水产类：进货重量无提升，但是通过销售单价提升（+3.3%）从而带动略有上升（+3.3%），受损耗率环比下降门店毛利率上升（+1.2PP）从而带动门店毛利额上升。
- 猪肉类：销售单价下降（环比-2%，对比 1 月&2 月-3.9%）受销售重量环比上升带动销售额略有上升（+2.2%）但跟 1、2 月定比仍有 2.5%的差距，且本周增幅倒数第 2 的品类。受预期毛利率下降（-0.1PP）以及折扣率 +0.2PP 影响，导致门店毛利率下降，再者供应链折扣率+0.1PP，影响供应链毛利率下降；最高导致全链路毛利额增幅较少（+1.7%）
- 冷藏及加工类：唯一全链路毛利额环比下降的品类，也是唯一进货重量下降的品类；全链路毛利额下降主要受门店毛利额影响（-1.8%）其中门店毛利率下降影响因素 69%，销售额影响因素 31%；门店毛利率主要受预期毛利率下降 1.3%，但是打折率只下降 1.0PP 导致门店毛利率-0.2PP

华东区			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-店日均	单位	11周	环比上月	对比上月	11周	环比上月	对比上月	11周	环比上月	对比上月	11周	环比上月	对比上月	11周	环比上月	对比上月	11周	环比上月	对比上月	11周	环比上月	对比上月
毛利	全链路毛利额	元	1,015	3.4%	21.2%	256	11.7%	60.7%	242	11.8%	30.1%	1,041	1.7%	3.4%	498	8.8%	20.7%	275	-0.5%	7.8%	171	3.9%	11.2%
	供应链毛利额	元	232	-7.0%	-2.6%	73	12.6%	25.3%	78	14.3%	16.4%	181	1.7%	-4.3%	129	5.6%	7.6%	95	2.0%	6.8%	67	4.6%	22.6%
	门店毛利额	元	783	6.9%	30.8%	183	11.3%	81.1%	164	10.6%	37.9%	860	1.8%	5.2%	368	10.0%	26.1%	180	-1.8%	8.3%	104	3.5%	5.0%
	全链路毛利率	元	29.2%	-0.1pp	0.0pp	24.3%	-0.5pp	1.4pp	27.6%	2.1pp	2.5pp	37.3%	-0.2pp	2.1pp	25.5%	0.9pp	2.4pp	29.0%	0.0pp	0.4pp	30.7%	-0.7pp	-0.3pp
	供应链毛利率	元	8.6%	-0.9pp	-1.9pp	9.1%	-0.2pp	-1.6pp	11.9%	1.3pp	0.2pp	9.4%	-0.1pp	0.1pp	8.2%	0.1pp	0.1pp	13.9%	0.3pp	0.0(Ctr)	16.3%	-0.4pp	1.1pp
	门店毛利率	%	22.5%	0.7pp	1.6pp	17.4%	-0.4pp	2.8pp	18.7%	1.2pp	2.7pp	30.8%	-0.1pp	2.3pp	18.9%	0.9pp	2.5pp	19.0%	-0.2pp	-0.2pp	18.7%	-0.5pp	-1.3pp
销售	进货重量	kg	448	3.2%	20.2%	77	10.6%	43.6%	19	0.0%	10.8%	87	4.3%	1.5%	58	0.6%	8.3%	70	-2.9%	13.0%	12	2.3%	10.4%
	销售重量	kg	433	2.8%	20.1%	78	11.5%	46.6%	19	0.6%	12.8%	86	4.4%	1.1%	60	0.1%	12.4%	68	-2.1%	13.1%	12	2.7%	12.5%
	进货额	元	2,692	3.0%	18.8%	872	14.6%	46.6%	710	1.8%	14.6%	1,929	2.4%	-5.6%	1,584	3.8%	6.0%	769	-0.3%	9.7%	453	7.1%	14.2%
	全天销售额	元	3,475	3.8%	21.3%	1,055	14.0%	51.6%	874	3.3%	18.3%	2,790	2.2%	-2.5%	1,952	4.9%	9.2%	949	-0.6%	9.4%	557	6.4%	12.4%
	全天客数	单	387	2.2%	18.8%	67	9.1%	44.8%	41	0.2%	20.0%	106	2.2%	11.0%	53	3.2%	17.2%	131	-1.5%	14.4%	33	2.1%	12.6%
	全客单价	元/单	9.0	1.8%	2.3%	15.8	4.4%	5.0%	21.3	3.0%	-1.3%	26.4	0.0%	-11.7%	36.8	1.6%	-6.7%	7.2	0.9%	-4.2%	17.0	4.1%	-0.1%
	19点前销售额	元	2,619	2.0%	16.2%	732	11.1%	49.8%	646	7.1%	18.2%	2,115	2.5%	-6.1%	1,415	7.5%	8.3%	634	-0.5%	5.9%	388	6.5%	9.8%
	19点前客数	单	296	1.6%	15.3%	45	6.7%	44.8%	27	2.8%	19.4%	74	3.0%	7.3%	37	5.3%	16.4%	88	-1.4%	11.2%	20	2.0%	8.6%
	PI-19点前	%	73.3%	-0.1pp	1.0pp	11.2%	0.5pp	2.4pp	6.7%	0.1pp	0.3pp	18.3%	0.2pp	-1.1pp	9.2%	0.3pp	0.2pp	21.8%	-0.7pp	-0.5pp	5.0%	0.0pp	-0.2pp
	19点前客单价	元/单	8.9	0.5%	1.0%	16.2	4.1%	3.7%	23.8	4.2%	-0.9%	28.6	-0.5%	-12.0%	38.1	2.0%	-6.9%	7.2	0.9%	-4.6%	19.4	4.3%	1.2%
丰富度	动销SKU数	个	88	0.2%	2.9%	10	9.2%	33.6%	14	1.1%	9.2%	18	0.1%	3.4%	16	2.0%	5.3%	62	1.4%	5.5%	18	-1.9%	7.3%
定价	供应链预期毛利率	%	8.6%	-0.9pp	-1.9pp	9.2%	-0.2pp	-2.8pp	11.9%	1.3pp	0.2pp	10.3%	0.0pp	-1.5pp	8.2%	0.1pp	-0.3pp	18.1%	0.5pp	1.6pp	16.3%	-0.4pp	1.1pp
	门店预期毛利率	%	46.1%	3.2pp	5.7pp	40.4%	1.2pp	2.4pp	38.7%	-0.3pp	2.1pp	47.3%	-0.1pp	3.7pp	39.0%	0.2pp	0.1pp	42.2%	-1.3pp	0.8pp	41.1%	0.0pp	-1.1pp
	定价毛利率	%	46.2%	3.0pp	5.7pp	40.3%	1.0pp	3.4pp	38.3%	-0.1pp	2.0pp	43.5%	0.9pp	4.9pp	38.8%	-0.2pp	0.1pp	39.4%	-1.7pp	-0.5pp	40.9%	-0.3pp	-1.5pp
价格	采购价	元/kg	5.5	0.8%	1.0%	10.2	3.8%	3.9%	33.1	0.3%	3.2%	20.0	-1.7%	-7.1%	25.1	3.0%	-2.3%	9.4	2.3%	-2.5%	32.0	5.2%	2.1%
	门店进货价	元/kg	6.0	-0.3%	-1.2%	11.3	3.6%	2.1%	37.5	1.8%	3.5%	22.1	-1.8%	-7.0%	27.4	3.2%	-2.1%	10.9	2.7%	-2.9%	38.2	4.7%	3.5%
	平均售价	元/kg	7.8	0.6%	0.9%	13.6	3.1%	5.6%	46.2	3.3%	6.8%	32.0	-2.0%	-3.9%	33.7	4.3%	0.9%	13.5	2.4%	-3.1%	47.0	4.0%	1.8%
营销	供应链折让率	%	0.0%	0.0pp	0.0pp	0.0%	0.0pp	-1.4pp	0.0%	0.0pp	0.0pp	1.0%	0.1pp	-1.8pp	0.0%	0.0pp	-0.5pp	4.9%	0.3pp	2.2pp	0.0%	0.0pp	0.0pp
	折扣率	%	28.4%	3.3pp	5.9pp	28.9%	2.6pp	2.4pp	26.8%	0.1pp	2.6pp	26.7%	0.2pp	2.0pp	28.7%	0.0pp	1.0pp	26.1%	-1.0pp	1.6pp	25.5%	0.9pp	0.8pp
	门店促销折扣率	%	14.2%	2.6pp	4.4pp	12.4%	1.1pp	2.0pp	10.2%	1.7pp	2.1pp	11.1%	0.3pp	0.5pp	11.5%	0.9pp	-0.1pp	8.0%	-0.8pp	0.9pp	7.2%	0.7pp	0.2pp
	时段折扣率	%	14.2%	0.6pp	1.5pp	16.6%	1.5pp	0.4pp	16.6%	-1.6pp	0.5pp	15.6%	-0.2pp	1.5pp	17.3%	-1.0pp	1.1pp	18.0%	-0.2pp	0.7pp	18.3%	0.1pp	0.6pp
损耗退货	门店损耗率	%	3.4%	0.4pp	0.1pp	0.0%	-0.9pp	-1.9pp	-1.1%	-0.8pp	-2.1pp	2.0%	-1.1pp	0.4pp	-4.0%	-0.5pp	-3.5pp	3.9%	-0.6pp	-0.4pp	3.6%	-0.3pp	-0.9pp
	门店退货率	%	-0.4%	-0.1pp	-0.1pp	-1.1%	0.1pp	-0.1pp	-0.2%	0.0pp	0.0pp	-0.4%	0.0pp	-0.1pp	-0.1%	0.0pp	0.0pp	-0.1%	0.0pp	0.0pp	0.0%	0.1pp	0.0pp

各分类对整体贡献度 (%)

本周				
大分类	销售额	全链路到店毛利额	门店毛利额	供应链毛利额
蔬菜类	29.8%	29.0%	29.6%	27.1%
猪肉类	23.9%	29.8%	32.6%	21.2%
肉禽蛋类	16.8%	14.2%	13.9%	15.1%
冷藏及加工类	8.1%	7.9%	6.8%	11.1%
水产类	7.5%	6.9%	6.2%	9.1%
水果类	9.1%	7.3%	6.9%	8.6%
预制菜	4.8%	4.9%	3.9%	7.8%
合计	100.0%	100.0%	100.0%	100.0%
环比				
蔬菜类	-0.1PP	-0.3PP	0.4PP	-2.6PP
猪肉类	-0.5PP	-0.8PP	-1.1PP	0.0PP
肉禽蛋类	0.1PP	0.6PP	0.6PP	0.5PP
冷藏及加工类	-0.4PP	-0.4PP	-0.5PP	0.0PP
水产类	-0.1PP	0.5PP	0.3PP	1.0PP
水果类	0.8PP	0.5PP	0.4PP	0.8PP
预制菜	0.1PP	0.0PP	-0.1PP	0.2PP

大分类	中分类	进货重量				19点前来客数			
		W10	W11	差异额	差异%	W09	W10	差异	差异%
冷藏及加工类	豆制品类	36	32	-4	-11.3%	61	58	-3	-5.5%
	烘焙类	4	4	0	7.1%	6	6	0	2.5%
	冷藏奶制品类	14	14	0	1.3%	7	8	1	8.3%
	米面制品类	18	20	2	9.1%	22	23	1	5.0%
	肉制品类	1	1	-0	-8.7%	1	1	0	0.7%

• 猪肉类 VS 其他大外区对比。

- 华东区猪肉类全链路毛利额增幅排名倒数第 2 仅好于长沙区；且对比 1 月&2 月增幅也是排名倒数第 2 仅好于成都区。对比其他大外区来看，主要受门店毛利额环比增幅较少（+1.8%）影响；销售单价环比下降（-2%）最多的区域但受进货重量环比上升较少的的影响（+4.3%）从而导致销售额大外区中增幅最少（+2.2%），受门店预期毛利率下降（-0.1PP）以及折扣率上升（+0.2PP）影响门店毛利率（-0.1PP）最终导致门店毛利额增幅最少（+1.8%）



猪肉类			华东区			长沙区			武汉区			成都区			重庆区		
模块	指标·店日均	单位	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月
毛利	全链路毛利额	元	1,041	1.7%	3.4%	1,203	1.2%	15.2%	925	5.8%	13.6%	1,185	2.6%	0.5%	1,100	3.4%	8.7%
	供应链毛利额	元	181	1.7%	-4.3%	168	-4.1%	-21.8%	90	-6.5%	-28.8%	249	-13.6%	-10.8%	239	1.5%	-1.1%
	门店毛利额	元	860	1.8%	5.2%	1,035	2.1%	24.8%	835	7.3%	21.4%	937	8.0%	4.0%	860	3.9%	11.8%
	全链路毛利率	元	37.3%	-0.2pp	2.1pp	35.7%	-1.1pp	1.5pp	35.1%	0.1pp	3.3pp	36.2%	-0.1pp	-0.1pp	31.7%	-1.0pp	0.7pp
	供应链毛利率	元	9.4%	-0.1pp	0.1pp	7.2%	-0.7pp	-2.5pp	5.0%	-0.6pp	-1.8pp	10.7%	-1.8pp	-1.2pp	9.2%	-0.5pp	-0.5pp
	门店毛利率	%	30.8%	-0.1pp	2.3pp	30.8%	-0.7pp	3.5pp	31.7%	0.5pp	4.8pp	28.6%	1.3pp	0.9pp	24.8%	-0.6pp	1.2pp
销售	进货重量	kg	87	4.3%	1.5%	106	4.9%	12.5%	83	5.7%	3.0%	101	2.2%	3.6%	114	8.4%	10.8%
	销售重量	kg	86	4.4%	1.1%	102	5.1%	12.4%	79	6.5%	3.0%	98	2.7%	3.8%	111	8.0%	11.3%
	进货额	元	1,929	2.4%	-5.6%	2,330	5.3%	5.1%	1,801	4.7%	-3.7%	2,335	1.2%	-0.6%	2,610	7.5%	4.7%
	全天销售额	元	2,790	2.2%	-2.5%	3,365	4.3%	10.5%	2,636	5.5%	3.0%	3,271	3.0%	0.7%	3,470	6.6%	6.4%
	全天来客数	单	106	2.2%	11.0%	173	3.1%	17.9%	134	5.7%	20.7%	158	3.4%	11.6%	154	5.3%	15.9%
	全天客单价	元/单	26.4	0.0%	-11.7%	19.4	1.1%	-6.2%	19.7	-0.4%	-14.7%	20.7	-0.3%	-9.8%	22.6	1.2%	-8.2%
	19点前销售额	元	2,115	2.5%	-6.1%	2,573	2.5%	6.1%	2,144	3.1%	0.7%	2,405	4.2%	-3.3%	2,487	3.7%	-0.7%
	19点前来客数	单	74	3.0%	7.3%	128	1.2%	13.6%	102	2.1%	18.9%	104	4.3%	5.6%	97	2.0%	7.5%
	PI-19点前	%	18.3%	0.2pp	-1.1pp	27.1%	-0.8pp	-0.3pp	20.8%	-0.7pp	0.0pp	20.1%	-0.3pp	-1.0pp	17.2%	-0.1pp	-1.0pp
	19点前客单价	元/单	28.6	-0.5%	-12.0%	20.2	1.3%	-6.5%	21.0	0.7%	-15.4%	23.1	0.0%	-8.5%	25.5	1.7%	-7.6%
丰富度	动销SKU数	个	18	0.1%	3.4%	21	1.5%	2.9%	19	1.8%	2.5%	24	1.0%	-1.8%	26	1.5%	2.0%
定价	供应链预期毛利率	%	10.3%	0.0pp	-1.5pp	8.0%	-0.9pp	-2.4pp	5.4%	-0.2pp	-2.3pp	12.1%	-1.6pp	-0.8pp	11.0%	-0.1pp	0.8pp
	门店预期毛利率	%	47.3%	-0.1pp	3.7pp	45.1%	0.0pp	4.8pp	42.7%	0.2pp	6.9pp	43.9%	0.7pp	2.1pp	43.5%	0.5pp	1.5pp
	定价毛利率	%	43.5%	0.9pp	4.9pp	41.7%	0.0pp	5.2pp	42.1%	2.3pp	7.2pp	38.3%	0.8pp	1.1pp	38.7%	0.3pp	0.7pp
价格	采购价	元/kg	20.0	-1.7%	-7.1%	20.3	1.1%	-4.0%	20.6	-0.3%	-4.8%	20.7	1.1%	-2.7%	20.8	-0.3%	-5.0%
	门店进货价	元/kg	22.1	-1.8%	-7.0%	21.9	0.4%	-6.6%	21.7	-0.9%	-6.5%	23.2	-1.0%	-4.0%	22.9	-0.9%	-5.5%
	平均售价	元/kg	32.0	-2.0%	-3.9%	31.7	-0.6%	-1.8%	31.7	-0.1%	0.0%	32.5	0.8%	-2.8%	30.5	-1.7%	-4.0%
营销	供应链折让率	%	1.0%	0.1pp	-1.8pp	0.8%	-0.2pp	0.1pp	0.4%	0.4pp	-0.5pp	1.6%	0.2pp	0.4pp	2.0%	0.5pp	1.5pp
	折扣率	%	26.7%	0.2pp	2.0pp	22.3%	0.9pp	3.0pp	19.0%	1.3pp	1.5pp	22.4%	-0.1pp	1.0pp	25.9%	1.4pp	1.8pp
	门店促销折扣率	%	11.1%	0.3pp	0.5pp	9.6%	0.1pp	1.7pp	8.3%	0.2pp	0.9pp	7.3%	0.5pp	-0.3pp	8.5%	0.4pp	-0.6pp
	时段折扣率	%	15.6%	-0.2pp	1.5pp	12.7%	0.8pp	1.3pp	10.7%	1.1pp	0.6pp	15.1%	-0.6pp	1.3pp	17.4%	1.0pp	2.4pp
损耗退货	门店损耗率	%	2.0%	-1.1pp	0.4pp	3.2%	-0.1pp	-0.1pp	1.8%	-2.5pp	2.4pp	-0.4%	-0.4pp	1.3pp	3.0%	0.3pp	-0.9pp
	门店退货率	%	-0.4%	0.0pp	-0.1pp	-0.2%	0.0pp	0.0pp	-0.2%	-0.1pp	0.0pp	-0.1%	0.0pp	0.0pp	-0.2%	0.0pp	0.0pp

中分类	华东区			其他大外区			华东-其他大外区 环比DID
	本周	上周	环比	本周	上周	环比	
边猪类	72.4	71.9	0.8%	85.5	81.6	4.8%	-4.0%
猪分割肉类	4.5	3.9	13.7%	2.5	2.5	-2.0%	15.7%
猪副件类	2.1	1.8	17.8%	1.4	1.0	39.4%	-21.6%
猪骨类	7.7	5.1	52.2%	11.1	10.7	4.1%	48.0%
猪内脏类	1.7	2.1	-17.8%	3.4	3.2	6.8%	-24.6%

- 冷藏及加工类 VS 其他大外区对比。**
  - 华东区冷藏及加工类全链路毛利额环比下降 0.5%，大外区中排名倒数第 2，仅次于重庆区。主要受门店毛利额降幅较多（-1.8%）影响；受进货重量环比下降（-2.9%）全天来客数下降（-1.5%）导致全天销售额环比下降（-0.6%）；门店预期毛利率下降（-1.3PP）导致门店毛利率下降，最终导致门店毛利额下降 1.8%。

冷藏及加工类			华东区			长沙区			武汉区			成都区			重庆区		
模块	指标-店日均	单位	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月
毛利	全链路毛利额	元	275	-0.5%	7.8%	232	2.1%	8.4%	206	2.0%	2.8%	192	-0.2%	5.8%	187	-7.0%	2.1%
	供应链毛利额	元	95	2.0%	6.8%	74	10.0%	14.5%	56	6.6%	7.5%	69	-1.7%	8.9%	66	-12.2%	2.8%
	门店毛利额	元	180	-1.8%	8.3%	159	-1.3%	5.8%	150	0.4%	1.2%	123	0.7%	4.1%	121	-3.8%	1.7%
	全链路毛利率	元	29.0%	0.0pp	-0.4pp	27.4%	0.0pp	-1.6pp	27.9%	-2.4pp	-1.7pp	28.3%	0.1pp	-0.6pp	25.3%	-1.1pp	0.1pp
	供应链毛利率	元	13.9%	0.3pp	-0.4pp	12.0%	0.8pp	-0.3pp	10.7%	-0.7pp	-0.4pp	14.0%	-0.2pp	0.0pp	12.0%	-1.3pp	0.1pp
	门店毛利率	%	19.0%	-0.2pp	-0.2pp	18.7%	-0.6pp	-1.6pp	20.3%	-2.1pp	-1.6pp	18.0%	0.2pp	-0.7pp	16.4%	-0.2pp	0.0pp
销售	进货重量	kg	70	-2.9%	13.0%	70	0.2%	17.7%	66	15.3%	19.8%	61	2.0%	7.8%	71	-2.0%	1.2%
	销售重量	kg	68	-2.1%	13.1%	123	0.0%	14.2%	75	13.0%	18.0%	82	2.1%	7.4%	84	-0.8%	2.6%
	进货额	元	769	-0.3%	9.7%	690	2.9%	17.0%	589	13.6%	11.2%	557	-0.6%	8.8%	617	-2.7%	1.8%
	全天销售额	元	949	-0.6%	9.4%	849	2.1%	14.7%	739	10.6%	9.0%	679	-0.3%	7.9%	738	-2.9%	1.8%
	全天来客数	单	131	-1.5%	14.4%	137	2.0%	13.6%	132	5.7%	12.6%	144	0.8%	8.6%	147	-0.7%	5.5%
	全天客单价	元/单	7.2	0.9%	-4.2%	6.2	0.1%	1.1%	5.6	4.4%	-3.3%	4.7	-1.2%	-0.6%	5.0	-2.1%	-3.1%
	19点前销售额	元	634	-0.5%	5.9%	584	1.3%	9.2%	574	8.0%	6.7%	424	1.1%	2.3%	482	-2.8%	-0.8%
	19点前来客数	单	88	-1.4%	11.2%	94	0.8%	9.3%	100	2.6%	10.9%	85	2.9%	2.4%	88	-1.4%	1.4%
	PI-19点前	%	21.8%	-0.7pp	-0.5pp	19.9%	-0.6pp	-1.0pp	20.5%	-0.6pp	-1.5pp	16.4%	-0.4pp	-1.3pp	15.5%	-0.7pp	-1.9pp
	19点前客单价	元/单	7.2	0.9%	-4.6%	6.2	0.5%	-0.1%	5.7	5.0%	-3.9%	5.0	-1.8%	-0.1%	5.5	-1.4%	-1.7%
丰富度	动销SKU数	个	62	1.4%	5.5%	47	1.6%	10.2%	49	4.1%	8.0%	53	-1.2%	9.7%	54	-1.5%	4.8%
定价	供应链预期毛利率	%	18.1%	0.5pp	1.6pp	12.5%	0.9pp	0.0pp	10.7%	-0.7pp	-0.5pp	14.0%	-0.2pp	0.0pp	12.0%	-1.3pp	0.1pp
	门店预期毛利率	%	42.2%	-1.3pp	0.8pp	39.4%	-0.3pp	0.7pp	35.4%	0.3pp	0.6pp	35.1%	-0.4pp	-0.3pp	35.0%	-0.3pp	-0.8pp
	定价毛利率	%	39.4%	-1.7pp	-0.5pp	39.2%	-0.4pp	0.5pp	35.4%	0.2pp	0.7pp	35.5%	-0.4pp	-0.3pp	34.9%	-0.2pp	-0.7pp
价格	采购价	元/kg	9.4	2.3%	-2.5%	8.7	1.7%	-0.3%	7.9	-0.7%	-6.8%	7.8	-2.3%	0.9%	7.7	0.8%	0.5%
	门店进货价	元/kg	10.9	2.7%	-2.9%	9.8	2.6%	-0.6%	8.9	-1.4%	-7.1%	9.1	-2.5%	0.9%	8.8	-0.7%	0.6%
	平均售价	元/kg	13.5	2.4%	-3.1%	12.1	1.8%	-2.5%	11.2	-4.0%	-9.0%	11.1	-2.3%	0.1%	10.5	-0.9%	0.6%
营销	供应链折让率	%	4.9%	0.3pp	2.2pp	0.6%	0.1pp	0.3pp	0.0%	0.0pp	-0.2pp	0.0%	0.0pp	0.0pp	0.0%	0.0pp	0.0pp
	折扣率	%	26.1%	-1.0pp	1.6pp	22.9%	0.1pp	2.5pp	16.9%	2.2pp	1.9pp	21.9%	-0.2pp	0.7pp	20.7%	0.2pp	-0.1pp
	门店促销折扣率	%	8.0%	-0.8pp	0.9pp	5.9%	0.2pp	0.8pp	5.7%	1.3pp	1.6pp	3.4%	0.0pp	-0.4pp	2.5%	0.0pp	-0.4pp
	时段折扣率	%	18.0%	-0.2pp	0.7pp	17.0%	-0.1pp	1.7pp	11.2%	0.9pp	0.3pp	18.5%	-0.3pp	1.2pp	18.2%	0.0pp	0.3pp
损耗退货	门店损耗率	%	3.9%	-0.6pp	-0.4pp	3.8%	0.2pp	-0.2pp	3.1%	0.5pp	0.6pp	-1.1%	-0.6pp	-0.7pp	2.3%	-0.3pp	-0.9pp
	门店退货率	%	-0.1%	0.0pp	0.0pp	-0.1%	0.0pp	0.0pp	-0.1%	0.0pp	0.0pp	-0.1%	0.1pp	0.1pp	-0.1%	0.0pp	0.0pp

- 华东一区猪肉类全链路毛利额环比差于华东二区，华东二区冷藏及加工类全链路毛利额环比表现差于华东一区。

华东一区			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-店日均	单位	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月
毛利	全链路毛利额	元	1,052	2.8%	18.8%	257	11.7%	51.8%	247	9.2%	19.2%	1,099	1.2%	-1.5%	523	12.4%	11.7%	268	1.1%	8.9%	167	3.4%	6.1%
	供应链毛利额	元	230	-9.8%	-6.0%	72	11.2%	21.0%	80	14.1%	14.4%	186	3.2%	-7.4%	133	5.1%	2.0%	91	0.6%	4.9%	68	2.7%	17.3%
	门店毛利额	元	822	6.9%	28.3%	185	11.9%	68.5%	167	7.0%	21.7%	913	0.8%	-0.2%	389	15.1%	15.4%	176	1.3%	11.0%	100	3.8%	-0.3%
	全链路毛利率	元	29.5%	0.1pp	0.1pp	25.0%	-0.4pp	1.5pp	27.6%	2.1pp	1.9pp	37.4%	0.2pp	2.1pp	25.7%	1.7pp	2.7pp	29.1%	0.8pp	0.4pp	30.1%	-0.3pp	-0.2pp
	供应链毛利率	%	8.4%	-1.0pp	-1.9pp	9.3%	-0.2pp	-1.3pp	11.9%	1.5pp	0.6pp	9.2%	0.2pp	0.2pp	8.2%	0.2pp	0.4pp	13.8%	0.4pp	-0.2pp	16.4%	-0.4pp	1.2pp
销售	门店毛利率	%	23.0%	0.9pp	1.8pp	18.0%	-0.3pp	2.8pp	18.7%	1.1pp	1.7pp	31.1%	0.1pp	2.2pp	19.2%	1.7pp	2.5pp	19.2%	0.6pp	0.6pp	17.9%	-0.1pp	-1.3pp
	进货重量	kg	447	2.0%	16.4%	76	10.2%	35.5%	19	-1.2%	5.9%	94	2.5%	-2.2%	60	0.5%	1.5%	69	-5.2%	10.7%	12	-1.0%	5.2%
	销售重量	kg	430	1.8%	16.1%	76	10.7%	38.0%	19	-1.4%	6.9%	91	2.4%	-3.0%	62	0.4%	5.2%	66	-4.0%	11.3%	11	-0.2%	7.2%
	进货额	元	2,744	1.3%	15.6%	844	14.1%	37.8%	728	-0.5%	8.7%	2,026	0.5%	-9.9%	1,641	2.9%	-2.9%	742	-2.3%	6.7%	456	4.7%	8.5%
	全天销售额	元	3,566	2.5%	18.3%	1,029	13.7%	42.5%	895	0.8%	10.9%	2,939	0.6%	-7.1%	2,030	5.0%	0.1%	918	-1.6%	7.5%	556	4.6%	6.8%
	全天来客数	单	414	1.2%	15.7%	66	9.4%	39.3%	41	-1.2%	14.8%	105	1.1%	6.5%	54	3.5%	11.6%	135	-2.2%	13.7%	33	-0.1%	8.4%
	全天客单价	元/单	8.6	1.3%	2.5%	15.5	3.8%	2.4%	21.8	1.9%	-3.3%	27.9	-0.7%	-12.4%	37.6	1.3%	-10.1%	6.8	0.4%	-5.2%	17.0	4.5%	-1.5%
	19点前销售额	元	2,707	1.0%	13.4%	722	11.8%	41.0%	660	5.2%	9.4%	2,270	1.5%	-10.4%	1,468	8.5%	-0.1%	628	-0.1%	5.3%	390	5.2%	4.6%
	19点前来客数	单	319	0.6%	12.1%	46	7.9%	38.7%	27	2.2%	12.9%	75	2.7%	3.1%	38	6.3%	11.5%	93	-1.0%	12.1%	20	0.6%	4.9%
	PI-19点前	%	70.9%	-0.3pp	0.8pp	10.2%	0.6pp	2.1pp	6.1%	0.1pp	0.1pp	16.7%	0.3pp	-1.2pp	8.5%	0.4pp	0.1pp	20.7%	-0.4pp	0.2pp	4.5%	0.0pp	-0.3pp
	19点前客单价	元/单	8.5	0.4%	1.5%	15.7	3.5%	1.8%	24.2	2.8%	-3.0%	30.3	-1.3%	-12.7%	38.2	2.0%	-10.3%	6.7	0.8%	-5.9%	19.3	4.4%	-0.2%
丰富度	动销SKU数	个	84	-0.3%	0.6%	8	4.1%	25.1%	13	0.1%	4.9%	17	-0.7%	1.4%	16	1.7%	1.0%	58	-0.1%	3.4%	18	-4.6%	5.3%
定价	供应链预期毛利率	%	8.4%	-1.0pp	-1.9pp	9.3%	-0.3pp	-3.0pp	12.0%	1.6pp	0.6pp	10.6%	0.5pp	-1.2pp	8.2%	0.2pp	-0.1pp	17.3%	0.0pp	1.3pp	16.4%	-0.4pp	1.2pp
	门店预期毛利率	%	47.4%	3.1pp	5.9pp	40.8%	1.4pp	2.0pp	39.4%	-0.4pp	2.1pp	45.9%	-0.1pp	3.6pp	38.6%	0.1pp	-0.6pp	42.6%	-1.5pp	0.8pp	41.5%	-0.1pp	-0.8pp
	定价毛利率	%	47.5%	3.0pp	5.9pp	40.7%	1.3pp	3.3pp	39.0%	-0.2pp	2.0pp	43.5%	0.7pp	5.0pp	38.2%	-0.2pp	-0.6pp	40.4%	-1.5pp	-0.3pp	41.2%	-0.6pp	-1.3pp
价格	采购价	元/kg	5.6	0.4%	1.5%	10.1	3.8%	3.2%	33.3	-1.0%	2.0%	19.7	-2.2%	-8.1%	25.3	2.2%	-4.8%	9.3	2.6%	-3.3%	32.9	6.2%	1.7%
	门店进货价	元/kg	6.1	-0.8%	-0.7%	11.1	3.6%	1.8%	37.8	0.7%	2.6%	21.7	-2.0%	-7.9%	27.5	2.4%	-4.3%	10.7	3.1%	-3.6%	39.3	5.7%	3.2%
	平均售价	元/kg	8.0	0.5%	1.7%	13.5	3.2%	5.2%	46.5	2.1%	4.7%	31.4	-1.9%	-5.0%	34.0	4.5%	-1.3%	13.3	3.8%	-2.9%	47.9	5.6%	1.6%
营销	供应链折让率	%	0.0%	0.0pp	0.0pp	0.0%	0.0pp	-1.9pp	0.0%	0.0pp	0.0pp	1.5%	0.3pp	-1.6pp	0.0%	0.0pp	-0.6pp	4.0%	-0.4pp	1.7pp	0.0%	0.0pp	0.0pp
	折扣率	%	29.0%	3.1pp	6.0pp	28.1%	2.5pp	1.6pp	26.3%	-0.6pp	2.5pp	24.6%	-0.4pp	1.5pp	26.4%	-0.7pp	-0.7pp	26.2%	-1.8pp	1.1pp	26.0%	0.5pp	0.7pp
	门店促销折扣率	%	15.5%	2.7pp	4.8pp	12.6%	1.6pp	1.7pp	10.2%	1.6pp	1.6pp	10.4%	0.5pp	0.4pp	10.7%	1.0pp	-0.6pp	8.9%	-1.0pp	0.7pp	8.2%	0.8pp	0.5pp
	时段折扣率	%	13.5%	0.4pp	1.2pp	15.4%	0.9pp	-0.1pp	16.1%	-2.2pp	0.8pp	14.3%	-0.9pp	1.1pp	15.7%	-1.7pp	-0.1pp	17.3%	-0.8pp	0.3pp	17.8%	-0.3pp	0.2pp
损耗退货	门店损耗率	%	3.9%	0.1pp	0.2pp	0.7%	-0.5pp	-1.5pp	0.5%	0.0pp	-1.0pp	2.6%	-0.9pp	1.0pp	-2.3%	-0.7pp	-2.4pp	4.1%	-0.8pp	-0.7pp	4.2%	-0.6pp	-0.6pp
	门店退货率	%	-0.3%	0.0pp	0.0pp	-0.9%	0.0pp	-0.1pp	-0.2%	-0.1pp	-0.1pp	-0.4%	0.0pp	-0.1pp	-0.1%	0.0pp	0.0pp	-0.1%	0.0pp	0.0pp	0.0%	0.1pp	0.0pp

华东二区			蔬菜类			水果类			水产类			猪肉类			禽蛋类			冷藏及加工类			预制菜		
模块	指标-店日均	单位	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月	11周	环比上周	对比上月
毛利	全链总毛利额	元	968	4.2%	24.9%	256	11.5%	73.8%	235	15.2%	48.2%	969	2.5%	11.6%	467	4.2%	36.6%	284	-2.4%	6.4%	175	4.6%	18.1%
	供应链毛利额	元	234	-3.3%	1.6%	75	14.3%	31.0%	75	14.6%	19.2%	174	-0.3%	0.5%	124	6.3%	16.5%	100	3.6%	9.0%	66	6.9%	30.5%
	门店毛利额	元	734	6.9%	34.8%	181	10.4%	100.7%	159	15.5%	67.5%	795	3.1%	14.3%	342	3.4%	45.7%	184	-5.3%	5.0%	110	3.3%	11.8%
	全链总毛利率	元	28.8%	-0.4pp	-0.2pp	23.5%	-0.6pp	1.3pp	27.7%	2.0pp	3.4pp	37.2%	-0.8pp	2.2pp	25.1%	-0.2pp	2.1pp	28.8%	-0.9pp	-1.4pp	31.3%	-1.2pp	-0.6pp
	供应链毛利率	元	8.9%	-0.8pp	-1.9pp	8.9%	-0.1pp	-1.9pp	11.9%	1.0pp	-0.4pp	9.6%	-0.5pp	-0.1pp	8.2%	0.1pp	-0.3pp	14.0%	0.2pp	-0.6pp	16.1%	-0.5pp	1.0pp
	门店毛利率	%	21.8%	0.3pp	1.5pp	16.7%	-0.6pp	3.0pp	18.8%	1.4pp	4.2pp	30.5%	-0.4pp	2.5pp	18.4%	-0.2pp	2.6pp	18.7%	-1.2pp	-1.2pp	19.6%	-1.0pp	-1.5pp
销售	进货量	kg	448	4.8%	25.4%	79	11.0%	54.9%	19	1.7%	17.9%	79	7.1%	7.8%	56	0.9%	19.1%	72	0.0%	15.8%	12	6.4%	17.4%
	销售量	kg	437	4.1%	25.5%	80	12.5%	58.4%	19	3.1%	21.4%	80	7.5%	7.9%	58	-0.2%	23.8%	69	0.2%	15.4%	12	6.4%	19.5%
	进货额	元	2,626	5.2%	23.3%	907	15.1%	58.4%	689	4.9%	23.6%	1,809	5.3%	1.5%	1,513	5.1%	21.3%	803	2.2%	13.2%	450	10.1%	22.6%
	全天销售额	元	3,360	5.6%	25.7%	1,088	14.3%	64.1%	848	6.8%	30.0%	2,603	-4.6%	5.1%	1,856	4.8%	25.2%	987	0.7%	11.6%	559	8.7%	20.3%
	全天客单价	元/单	353	3.6%	24.1%	67	8.9%	52.2%	41	2.1%	27.3%	106	3.5%	17.4%	52	2.8%	25.7%	126	-0.6%	15.4%	33	5.0%	18.3%
	全天客单价	元/单	9.5	2.3%	1.5%	16.1	5.2%	8.3%	20.7	4.6%	2.3%	24.6	1.1%	-9.8%	35.8	2.0%	-0.3%	7.8	1.4%	-3.1%	16.9	3.5%	1.8%
	19点前销售额	元	2,508	3.4%	20.2%	744	10.2%	62.2%	628	9.7%	32.3%	1,921	4.0%	1.3%	1,348	6.2%	22.5%	643	-1.1%	6.5%	387	8.1%	17.5%
	19点前客数	量	267	3.1%	20.8%	44	5.1%	53.7%	27	3.5%	28.9%	73	3.3%	13.3%	35	4.0%	24.0%	81	-2.1%	10.0%	20	3.8%	13.9%
	19点前客单价	%	77.2%	0.2pp	0.8pp	12.8%	0.3pp	2.8pp	7.8%	0.0pp	0.6pp	21.0%	0.1pp	-1.2pp	10.2%	0.1pp	0.4pp	23.4%	-1.2pp	-2.0pp	5.7%	0.1pp	-0.3pp
	19点前客单价	元/单	9.4	0.6%	-0.3%	16.8	5.1%	6.0%	23.3	6.1%	2.8%	26.4	0.7%	-9.8%	38.0	2.1%	-1.0%	7.9	1.3%	-3.0%	19.4	4.1%	3.3%
	丰富度	动销SKU数	个	93	0.8%	5.4%	11	14.8%	42.9%	15	2.2%	13.9%	19	1.0%	5.8%	15	2.3%	11.5%	67	3.0%	7.8%	18	1.7%
定价	供应链预期毛利率	%	8.9%	-0.8pp	-1.9pp	9.0%	-0.1pp	-2.5pp	11.9%	0.9pp	-0.4pp	10.0%	-0.8pp	-2.0pp	8.2%	0.1pp	-0.6pp	19.1%	1.2pp	1.8pp	16.1%	-0.5pp	1.0pp
	门店预期毛利率	%	44.4%	3.3pp	5.5pp	40.0%	0.9pp	3.1pp	37.8%	-0.1pp	2.3pp	49.1%	0.0pp	3.7pp	39.6%	0.2pp	1.1pp	41.7%	-1.1pp	1.0pp	40.6%	0.2pp	-1.4pp
	定价毛利率	%	44.3%	3.1pp	5.5pp	39.9%	0.8pp	3.6pp	37.4%	0.1pp	2.2pp	43.5%	1.0pp	4.8pp	39.5%	-0.2pp	1.1pp	38.3%	-1.9pp	-0.6pp	40.5%	0.1pp	-1.7pp
价格	采购价	元/kg	5.3	1.4%	0.5%	10.4	3.8%	4.5%	32.7	2.0%	5.3%	20.6	-1.1%	-5.8%	24.9	4.1%	2.2%	9.6	1.9%	-1.6%	30.9	4.2%	3.2%
	门店进货价	元/kg	5.9	0.4%	-1.6%	11.5	3.7%	2.2%	37.2	3.2%	4.8%	22.8	-1.7%	-5.8%	27.1	4.2%	1.8%	11.2	2.1%	-2.2%	36.9	3.5%	4.4%
	平均售价	元/kg	7.5	0.8%	0.2%	13.8	3.0%	6.0%	45.8	5.0%	10.3%	32.8	-2.3%	-2.5%	33.3	3.9%	5.1%	13.7	0.7%	-3.6%	45.9	2.2%	2.5%
营销	供应链折让率	%	0.0%	0.0pp	0.0pp	0.0%	0.0pp	-0.7pp	0.0%	-0.1pp	0.0pp	0.3%	-0.2pp	-2.1pp	0.0%	0.0pp	-0.3pp	6.0%	1.1pp	2.7pp	0.0%	0.0pp	0.0pp
	折扣率	%	27.5%	3.5pp	5.8pp	29.9%	2.7pp	3.5pp	27.5%	1.0pp	2.6pp	29.4%	0.8pp	2.3pp	31.7%	0.8pp	3.0pp	25.9%	-0.1pp	2.3pp	24.9%	1.4pp	1.0pp
	门店促销折扣率	%	12.4%	2.6pp	3.9pp	12.1%	0.6pp	2.6pp	10.2%	1.8pp	2.8pp	12.0%	0.1pp	0.4pp	12.5%	0.8pp	0.4pp	7.0%	-0.5pp	1.1pp	5.9%	0.7pp	-0.1pp
	时段折扣率	%	15.1%	0.9pp	1.9pp	17.9%	2.1pp	0.9pp	17.3%	-0.9pp	-0.2pp	17.4%	0.8pp	1.9pp	19.2%	-0.1pp	2.6pp	18.9%	0.4pp	1.2pp	19.0%	0.7pp	1.1pp
损耗退货	门店损耗率	%	2.7%	0.7pp	0.0pp	-0.9%	-1.3pp	-2.3pp	-3.1%	-1.8pp	-3.6pp	1.1%	-1.4pp	-0.4pp	-6.4%	-0.2pp	-4.7pp	3.7%	-0.3pp	0.1pp	2.8%	0.1pp	-1.2pp
	门店退货率	%	-0.5%	-0.1pp	-0.1pp	-1.3%	0.1pp	-0.1pp	-0.2%	0.0pp	0.0pp	-0.4%	0.1pp	-0.1pp	0.0%	0.1pp	0.0pp	-0.1%	0.0pp	0.0pp	0.0%	0.1pp	0.0pp