

Hypermarkets in Chile

March 2024

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Hypermarkets in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Security concerns remain top of mind for hypermarket operators
Cencosud focuses on launching new payment capabilities
Walmart Chile launches Marketplace to further align with its global strategy

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Established chains likely to focus on omnichannel approach
Players to increasingly focus on expanding offer, including private label
Loyalty rewards to regain importance in Chile

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