

# Hypermarkets in the Czech Republic

February 2024

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## Hypermarkets in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Weaker economy and competition push sales into decline

Greater dependency on promotions and discounts

Tesco Stores faces multiple suits from key competitors

#### PROSPECTS AND OPPORTUNITIES

Private label continues to grow in popularity

Hypermarkets are embracing sustainability with initiatives like installing photovoltaic panels

Tesco hypermarkets target students with 10% discount

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