



Hypermarkets in Indonesia

March 2024

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Hypermarkets in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets struggle for a variety of reasons

Collaboration with other parties amongst operational strategies of market players

Continued closures of Transmart outlets due to channel shifts and uncompetitive pricing

PROSPECTS AND OPPORTUNITIES

Hypermarkets to face challenges over the forecast period due to unfavourable channel shifts

Competition across retail channels to drive evolution of business concepts within hypermarkets and beyond

Collaborating with Bukalapak and Grab, Transmart is expanding the reach of its online business and developing its strategies

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Retailer collaborations reap benefits and drive sales growth

Warung digitalisation an important element of digital transformation in local retail

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

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