



Hypermarkets in Ukraine

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets remain particularly exposed to war-related disruption
Novus is the best performing chain in current value growth terms
Fozzy among the most active players in pursuing CSR initiatives

PROSPECTS AND OPPORTUNITIES

Solid growth in current value sales and outlet numbers anticipated
Staffing shortages will remain a major challenge for hypermarkets
More players likely to establish pick-up points closer to residential areas

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Retail in Ukraine - Industry Overview

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War-induced disruption further strengthens penetration of e-commerce in Ukraine
Domestic retailers continue to gain ground across the market
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