

Hypermarkets in Japan

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises benefit value sales of hypermarkets, but not volume

Strong traction for private label

Seiyu reinforces localisation with locally sourced produce

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Strategic changes in focus expected when it comes to product range

Despite population decline, hypermarkets set to benefit from more tourists

Players likely to continue to push sustainability

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Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

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