

# Hypermarkets in Hungary

February 2024

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## Hypermarkets in Hungary - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Hypermarkets face various challenges, from competition from discounters to restrictions on construction One-stop shopping options continue to hold some appeal Increased packaging sizes help to boost value sales

## PROSPECTS AND OPPORTUNITIES

Players in hypermarkets need to adjust their strategies to meet evolving consumer demands

Special taxes, restrictive regulations, and other challenges faced by hypermarkets over the forecast period

Private labels and value-based promotions will be used to attract customers

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Further growth of discounters

Food price freeze creates challenges for retailers

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Opening hours for physical retail

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