



Hypermarkets in China

March 2024

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Hypermarkets in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Downturn in value sales continues for hypermarkets
Strategies to deal with rising rents
More fresh products on shelves to maintain consumers' interest

PROSPECTS AND OPPORTUNITIES

Players likely to pivot to supermarkets or warehouse clubs
Delivery coverage set to increase
New shopping concepts could be seen

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Boosting consumption remains a major challenge
No clear boundary between online retailers and offline retailers
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
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