

# 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

## CHANNEL DATA

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## Retail in China - Industry Overview

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Retail in 2023: The big picture Boosting consumption remains a major challenge No clear boundary between online retailers and offline retailers What next for retail?

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