



# Hypermarkets in Italy

March 2024

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## Hypermarkets in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Elevated inflation continues to have a negative impact on hypermarkets despite government initiatives

Hypermarkets facing strong competition from specialists and other grocery channels

Hypermarkets working to retain the loyalty of customers

#### PROSPECTS AND OPPORTUNITIES

Private label likely to play a key role in the growth of hypermarkets

Formats innovate as hypermarkets look to implement one stop shop strategy

Hypermarkets set to invest in an omnichannel strategy to sustain sales while sustainability will come to the fore

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Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives

Sustainability in 2023 and onwards,

What next for retail?

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Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas Holidays

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