

Hypermarkets in Indonesia

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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Report description:

Hypermarkets saw modest growth in current value sales terms in 2022. This represented a vast improvement over the two previous years, when consumers avoided large-format retail outlets and shopped closer to home, in order to reduce the risk of contracting COVID-19. Pandemic-related trading constraints on shopping malls also had a disproportional effect on hypermarkets, as they are mostly sited in these locations. Moreover, even prior to the pandemic, the channel had suffered from consumers' grow...

Euromonitor International's Hypermarkets in Indonesia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hypermarkets market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive growth in 2022, following end of pandemic-related restrictions

Number of outlets increases, thanks to expansion plans of existing and new players

Growing focus on omnichannel strategies

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