

## **Hypermarkets in the Czech Republic**

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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### **Report description:**

Hypermarkets saw unprecedented promotional activity in 2022, as the leading players worked to mitigate the effects of the inflationary environment on consumer spending behaviour. Leader Kaufland, for example, gave its customers the opportunity to earn cashback on their shopping, while Tesco offered exclusive deals for Clubcard members, with offers changing weekly. Albert Hypermarket also offered a rotating range of offers, which changed on a weekly basis and which were different to those found i...

Euromonitor International's Hypermarkets in Czech Republic 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.

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