

## **Hypermarkets in China**

Market Direction | 2023-03-21 | 35 pages | Euromonitor

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### **Report description:**

Hypermarkets in China experienced a temporary spike in sales during the early days of the COVID-19 pandemic, as consumers engaged in panic-buying and stockpiling. However, since then, the channel has seen a return to decline in current value sales, including in 2022, largely due to the ongoing negative impact of COVID-19. Government-imposed measures to prevent the spread of the virus in 2022, such as the requirement to scan a "venue code" when entering public places, contributed to reduced foot...

Euromonitor International's Hypermarkets in China 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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