

Hypermarkets in Italy

Market Direction | 2023-03-21 | 39 pages | Euromonitor

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Report description:

Hypermarkets as a grocery retail format in Italy was already losing ground to competitors such as supermarkets and discounters prior to the pandemic, but in 2020, the channel recorded a notable decline in value sales as local consumers avoided visiting major public spaces for fear of contracting the virus. On the other hand, supermarkets, discounters and convenience stores were able to leverage demand for convenience, proximity and more affordable options. Nevertheless, value sales through the c...

Euromonitor International's Hypermarkets in Italy 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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