

Hypermarkets in Malaysia

Market Direction | 2023-03-20 | 36 pages | Euromonitor

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Report description:

Hypermarkets have been facing several challenges, which includes high operating costs and waning consumer appetite for this type of retail format, resulting in some players struggling to survive. The intense competition with convenience stores is adding further pressure and this is pushing hypermarkets to shift towards smaller concept stores. This trend was particularly evident during and after the pandemic as consumers changed to purchasing essential items in smaller stores located near their h...

Euromonitor International's Hypermarkets in Malaysia 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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Hypermarkets shift towards smaller concept stores

Moderate sales growth as consumers resume their pre-pandemic routines

Econsave continues to expand while Lotus takes the leading position following Tesco acquisition

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Hypermarkets likely to remain popular among larger families and existing customer base

Increasing focus on sustainability

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