

Hypermarkets in Chile

Market Direction | 2023-03-28 | 34 pages | Euromonitor

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Report description:

Hiper de Lider, Walmart's hypermarkets brand, which has long been perceived by Chilean consumers as the more affordable of the brands in the channel, continues to reach price-sensitive consumers by leveraging its "Precios que no se tocan", (Prices that cannot be touched), campaign across Hiper de Lider, Express de Lider, and its online channel. Starting in June 2022, Walmart Chile also announced it would not increase prices on a group of over 50 products, including staples such as bread, meat, r...

Euromonitor International's Hypermarkets in Chile 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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Despite no new outlets in 2022, remodelling and repairs continue

Role of e-commerce in the business starts to level off as retailers refocus on omnichannel

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Omnichannel set to continue to dominate

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