

## **Hypermarkets in Japan**

Market Direction | 2024-02-13 | 35 pages | Euromonitor

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### **Report description:**

Hypermarkets usually sell a wider range of products compared with other types of grocery retailers, such as supermarkets and convenience stores, but may not be as centrally positioned or as favoured for regular visits. Nevertheless, hypermarkets returned more or less to the pre-pandemic level of value sales in 2023, as full mobility resumed in the country along with the reclassification of COVID-19 in May 2023.

Euromonitor International's Hypermarkets in Japan 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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Strong traction for private label

Seiyu reinforces localisation with locally sourced produce

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##### MARKET DATA

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