

Hypermarkets in Malaysia

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

Hypermarkets was one of the retail channels hit hardest by the pandemic as demand for large-format modern grocery retailers plummeted. Quarantine lockdowns and restrictions on movement, combined with widespread fears of contagion, discouraged consumers from spending time outside of the home unless absolutely necessary. This resulted in a massive shift among the Malaysian population, away from travelling to hypermarkets for fortnightly or monthly shopping trips and towards visiting convenience st...

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.

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Hypermarkets to join Rahmah Basket programme as living costs rise

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