

Hypermarkets in Taiwan

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Report description:

During 2023, retail value sales of hypermarkets recorded steady growth, aided by online sales and the expansion of delivery platforms. For example, following its acquisition by PX Mart in 2022, RT Mart underwent marketing integration to optimise resources alongside PX Mart supermarkets. Leveraging PX Mart's next-day delivery service, RT Mart witnessed a surge in its online retail sales, tripling its performance. PX Mart introduced various fresh food delivery options, including Foodpanda, UberEat...

Euromonitor International's Hypermarkets in Taiwan 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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