

## **Hypermarkets in Australia**

Market Direction | 2024-03-06 | 34 pages | Euromonitor

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### **Report description:**

Spending among local consumers was significant throughout 2022 following the easing of pandemic-related lockdowns, resulting in greater footfall in stores, particularly benefiting hypermarkets in Australia. However, the cost-of-living crisis had a significant impact on many local consumers in 2023, encouraging some to search for more competitive deals in alternative channels such as discounters, with the latter's value growth twice as high compared to hypermarkets during the year.

Euromonitor International's Hypermarkets in Australia 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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## Table of Contents:

Hypermarkets in Australia  
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### List Of Contents And Tables

#### HYPERMARKETS IN AUSTRALIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Hypermarkets experience a challenging year after a strong 2022  
Target stores continue to be rebranded to Kmart by Wesfarmers  
Kmart takes its next step in automation with click-and-collect trials

##### PROSPECTS AND OPPORTUNITIES

Hypermarkets expected to return to stronger growth as cost-of-living pressures ease  
Big W makes moves to reduce plastic usage in its stores  
E-commerce to face tough challenge after a notable slowdown in 2023

#### RETAIL IN AUSTRALIA

##### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Promotions drive up volume sales amid cautious spending behaviour  
Sustainability is a focal point for retailers  
What next for retail?

##### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 Standard Opening Hours by Channel Type 2023  
Seasonality  
End of year/Christmas shopping  
Back-to-school

##### MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 3 Sales in Retail Offline by Channel: Value 2018-2023  
Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 5 Retail Offline Outlets by Channel: Units 2018-2023  
Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 10 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 11 □Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 12 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 13 □Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 14 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 15 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 16 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

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Table 17 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 □Retail GBO Company Shares: % Value 2019-2023

Table 22 □Retail GBN Brand Shares: % Value 2020-2023

Table 23 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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