

## **Hypermarkets in Poland**

Market Direction | 2024-03-07 | 35 pages | Euromonitor

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### **Report description:**

Hypermarkets recorded low growth in value sales in 2023 and was by far the weakest performer among modern grocery retailers. The channel struggles with consumers' disinclination to buy groceries in large shopping centres on the outskirts of cities. Consumers increasingly prefer smaller formats, located closer to home, which makes shopping less time-consuming.

Euromonitor International's Hypermarkets in Poland 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 IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer habits are increasingly adverse for growth of hypermarkets

Kaufland develops compact hypermarkets that are better positioned for growth as they appeal to consumers seeking to shop in locations closer to home

Carrefour trials a variety of services in its hypermarkets to retain consumers

PROSPECTS AND OPPORTUNITIES

Necessary changes required for hypermarkets seeking to remain relevant

A smaller selling space welcomed by consumers

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