

Hypermarkets in the US

Market Direction | 2025-02-28 | 41 pages | Euromonitor

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Report description:

Consumer perceptions of value and convenience when it comes to hypermarkets in the US translated to positive, albeit low, current value growth in 2024. Walmart continued to account for the largest share of outlets by far in this channel. With such a high store density, and its strength in grocery retail, it is unsurprising that the retailer led the channel in terms of value share, and maintained value growth in 2024.

Euromonitor International's Hypermarkets in USA 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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Growth slows for hypermarkets in 2024, due to stronger competition

Hypermarkets continues to be dominated by Walmart

Walmart completes its acquisition of Vizio Media

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