

Hypermarkets in Ireland

March 2024

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2023 DEVELOPMENTS

Hypermarkets struggle due to rising competition from more popular retail channels

Tesco undertakes sustainability initiatives, to cut its energy costs and appeal to eco-aware consumers

New Tesco hypermarket opens in Adamstown

PROSPECTS AND OPPORTUNITIES

Hypermarkets to see stronger value growth over the forecast period, although challenges remain

Small and slow outlet expansion likely, albeit only from Tesco

Diversification may hold the key to unlocking future growth prospects

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[Retail in Ireland - Industry Overview](#)

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Focus on sustainability across channels

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