

Hypermarkets in Poland

March 2024

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Hypermarkets in Poland - Category analysis

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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