

# Hypermarkets in Chile

March 2024

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## Hypermarkets in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Security concerns remain top of mind for hypermarket operators  
Cencosud focuses on launching new payment capabilities  
Walmart Chile launches Marketplace to further align with its global strategy

#### PROSPECTS AND OPPORTUNITIES

Established chains likely to focus on omnichannel approach  
Players to increasingly focus on expanding offer, including private label  
Loyalty rewards to regain importance in Chile

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Retail in 2023: The big picture  
Greater connection between digital and physical still needed  
Local consumers are searching for innovation  
What next for retail?

### OPERATING ENVIRONMENT

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Opening hours for physical retail  
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Back to School  
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