

Hypermarkets in India

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets becoming increasingly important for modern consumers
Major players focus on digital services to counter rising competition from e-commerce
Discounting is an area of focus, to encourage consumers to purchase

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Major players in hypermarkets will look to expand their reach
Omnichannel approach by players will help them grow their sales
Hypermarkets will continue to be dominated by major players

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Omnichannel experience becomes key for both offline as well as offline retailers
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