



# Hypermarkets in the Philippines

February 2024

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## Hypermarkets in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets enjoy positive growth despite competition from supermarkets

Greater automation helps to ensure consistency of supply

E-commerce becomes more important

#### PROSPECTS AND OPPORTUNITIES

Further growth expected, but format will continue to experience competition from other, more dynamic channels

Digital transformation will continue apace

Ongoing collaboration with sari-sari stores

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Leader SM Retail continues to expand its retail footprint

BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

What next for retail?

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Informal retail

Opening hours for physical retail

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