

# Hypermarkets in Ukraine

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hypermarkets remain particularly exposed to war-related disruption  
Novus is the best performing chain in current value growth terms  
Fozzy among the most active players in pursuing CSR initiatives

### PROSPECTS AND OPPORTUNITIES

Solid growth in current value sales and outlet numbers anticipated  
Staffing shortages will remain a major challenge for hypermarkets  
More players likely to establish pick-up points closer to residential areas

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War-induced disruption further strengthens penetration of e-commerce in Ukraine  
Domestic retailers continue to gain ground across the market  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
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