

# Hypermarkets in Japan

February 2024

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## Hypermarkets in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price rises benefit value sales of hypermarkets, but not volume

Strong traction for private label

Seiyu reinforces localisation with locally sourced produce

#### PROSPECTS AND OPPORTUNITIES

Strategic changes in focus expected when it comes to product range

Despite population decline, hypermarkets set to benefit from more tourists

Players likely to continue to push sustainability

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

Halloween

Black Friday and Cyber Monday

Christmas and year-end bargains

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