

Hypermarkets in Thailand

February 2024

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Hypermarkets in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales see slowed growth 2023 in face of competition from other channels

Operators turn to new store formats

Players invest more in online presence

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Hypermarkets will continue to struggle against smaller formats

Central Retail looks to push channel growth as hypermarkets players focus on providing broader offer

E-commerce to present greater competition

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Sustainable retail: modernising small local grocers

Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

11.11 or single day

Mid- and end-year sales

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