

Hypermarkets in Malaysia

February 2024

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Hypermarkets in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel benefits from post-pandemic lifestyles, while DFI Retail sells grocery business to domestic player

Eonsave continues to lead in terms of outlet numbers

Hypermarkets to join Rahmah Basket programme as living costs rise

PROSPECTS AND OPPORTUNITIES

Giant malls will replace giant hypermarkets

Convenience stores presents continuous competitive threat to hypermarkets

Sales will continue to be supported by big families and loyal consumers, with players investing more in sustainability

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