



# Hypermarkets in Hungary

February 2024

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## Hypermarkets in Hungary - Category analysis

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#### 2023 DEVELOPMENTS

Hypermarkets face various challenges, from competition from discounters to restrictions on construction

One-stop shopping options continue to hold some appeal

Increased packaging sizes help to boost value sales

#### PROSPECTS AND OPPORTUNITIES

Players in hypermarkets need to adjust their strategies to meet evolving consumer demands

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