

# Hypermarkets in China

March 2024

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## Hypermarkets in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Downturn in value sales continues for hypermarkets  
Strategies to deal with rising rents  
More fresh products on shelves to maintain consumers' interest

#### PROSPECTS AND OPPORTUNITIES

Players likely to pivot to supermarkets or warehouse clubs  
Delivery coverage set to increase  
New shopping concepts could be seen

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## Retail in China - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Boosting consumption remains a major challenge  
No clear boundary between online retailers and offline retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
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