

# Hypermarkets in South Africa

February 2024

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## Hypermarkets in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Expansion of hypermarkets remains muted in 2023

Digital innovation marked by value propositions

Shoprite widens the gap with competitors

#### PROSPECTS AND OPPORTUNITIES

Steady increase in number of outlets as local economy recovers

Digitalisation will offer further convenience to hypermarkets

Strategic positioning to become an important competitive tool

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