

Hypermarkets in Australia

March 2024

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Hypermarkets in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets experience a challenging year after a strong 2022
Target stores continue to be rebranded to Kmart by Wesfarmers
Kmart takes its next step in automation with click-and-collect trials

PROSPECTS AND OPPORTUNITIES

Hypermarkets expected to return to stronger growth as cost-of-living pressures ease
Big W makes moves to reduce plastic usage in its stores
E-commerce to face tough challenge after a notable slowdown in 2023

Retail in Australia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Promotions drive up volume sales amid cautious spending behaviour
Sustainability is a focal point for retailers
What next for retail?

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