

# Hypermarkets in New Zealand

March 2023

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## Hypermarkets in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Leading hypermarket The Warehouse targets non-discretionary items in price promotions

Kmart expands in New Zealand

The Warehouse eyes an opportunity to re-enter grocery retailing

#### PROSPECTS AND OPPORTUNITIES

Growth in hypermarkets to be driven by physical stores and online sales

Opportunity for hypermarkets to enter grocery retailing

Opportunity to grow sales through meeting demand for affordable luxuries

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What next for retail?

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Informal retail

Opening hours for physical retail

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