

# Hypermarkets in Chile

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Security concerns remain top of mind for hypermarket operators  
Cencosud focuses on launching new payment capabilities  
Walmart Chile launches Marketplace to further align with its global strategy

### PROSPECTS AND OPPORTUNITIES

Established chains likely to focus on omnichannel approach  
Players to increasingly focus on expanding offer, including private label  
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Local consumers are searching for innovation  
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### OPERATING ENVIRONMENT

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