

# Hypermarkets in the Czech Republic

February 2024

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## Hypermarkets in the Czech Republic - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Weaker economy and competition push sales into decline Greater dependency on promotions and discounts Tesco Stores faces multiple suits from key competitors

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Private label continues to grow in popularity Hypermarkets are embracing sustainability with initiatives like installing photovoltaic panels Tesco hypermarkets target students with 10% discount

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