

# Hypermarkets in India

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets becoming increasingly important for modern consumers  
Major players focus on digital services to counter rising competition from e-commerce  
Discounting is an area of focus, to encourage consumers to purchase

#### PROSPECTS AND OPPORTUNITIES

Major players in hypermarkets will look to expand their reach  
Omnichannel approach by players will help them grow their sales  
Hypermarkets will continue to be dominated by major players

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Omnichannel experience becomes key for both offline as well as offline retailers  
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