Hypermarsi in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth due a consumer return to all-under-the-same roof stores with accessible prices
The recovery of shopping centres contributes to growth in 2022
Contrasting results amongst players

PROSPECTS AND OPPORTUNITIES

Various factors to constrain sales in hypermarkets
Carrefour is on the path to recovery
Shopping centres could bear the brunt of recovery of online marketplaces

CHANNEL DATA

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Retail in France - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture
Competition intensifies as inflation strikes
The burst of the retail e-commerce bubble is significant but logical
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2022
Seasonality
Christmas (Noël)
Back to School (La Rentrée)
Sales seasons

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