



Euromonitor
International

Hypermarkets in France

May 2026

Table of Contents

[Hypermarkets in France - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Carrefour and Système U Drive Alliances to Counter Competitive Pressure

Carrefour Leverages Ai to Enhance Loyalty and Efficiency

Chart 2 - Ai in Retail: Carrefour 2026

Chart 3 - Analyst Insight for Hypermarkets

Hypermarkets Prioritise Simplicity as Wide Assortments Lose Appeal

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Carrefour Rebrands Cora to Unlock Price-Led Promotions

Auchan and Itm Entreprises Integrate Production for Resilience

Store Reinvention Targets Seniors and Experience-Led Features

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

E Leclerc Drives Digital Loyalty While Carrefour Gains Share through Acquisition

Chart 6 - Retail Consolidation: Concordis, the Purchasing Alliance between Carrefour SA and Système U

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hypermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hypermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in France - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Shein Partners with Bhv?Marais to Restore Shopper Trust after Controversy

Naumy Flash Undercuts Pure Players to Tap into the Fast Fashion Spend

Convenience Stores, Variety Stores and Pet Shops Outperform as Shoppers Demand Flexibility and Value

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Luxury Brands to Seek Inbound Tourists as Locals Favour Low-Cost Chains

Retail E-Commerce and Discounters to Outpace Hypermarkets in Value Growth

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Galec Maintains Lead as Carrefour Gains From Acquisition

New Retail Concepts Accelerate Value-Driven Transformation

Chart 20 - Le Super Tout Nu: "0 waste, 100% taste"

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas (Noël)

Back to School (La Rentrée)

Winter and summer sales seasons

ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-france/report.