

Hypermarkets in Ukraine

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets remain particularly exposed to war-related disruption
Novus is the best performing chain in current value growth terms
Fozzy among the most active players in pursuing CSR initiatives

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Solid growth in current value sales and outlet numbers anticipated
Staffing shortages will remain a major challenge for hypermarkets
More players likely to establish pick-up points closer to residential areas

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Domestic retailers continue to gain ground across the market
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