

Hypermarkets in the US

March 2024

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Hypermarkets in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in hypermarkets slows in current terms in 2023 Hypermarkets experiment with smaller store sizes Walmart invests in store remodelling and buy now, pay later

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Hypermarkets should leverage physical retail over the forecast period Walmart recommits to outlet expansion in its home market Health and wellness merchandising presents opportunities for hypermarkets

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