

# Hypermarkets in Singapore

March 2023

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## Hypermarkets in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hypermarkets engage in experiential retail to attract consumers to stores

Yuu loyalty programme launched with DFI Retail Group a key partner

#### PROSPECTS AND OPPORTUNITIES

Land constraints and value-based offerings a challenge to hypermarkets in Singapore

Brands close unprofitable concepts, with the need to strike a balance between novelty and value to consumers

Supermarkets considered a close alternative to hypermarkets

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Retail in 2022: The big picture

Resumption of social lifestyles and international travel drive demand for certain products

Technology-enabled shopping experiences prevalent across omnichannel model

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2022

Seasonality

Lunar New Year

Hari Raya Aidilfitri (or Hari Raya Puasa)

Christmas and New Year

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