



# Hypermarkets in the United Kingdom

March 2023

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## Hypermarkets in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hypermarkets benefits from skyrocketing costs  
Major players remain interested in hypermarket format  
Footfall at retail parks is higher compared to other destinations

#### PROSPECTS AND OPPORTUNITIES

Despite brand loyalty, hypermarkets set to experience stronger competition  
In-store experience and services should be a priority to leverage footfall  
HFSS forces grocery retailers to experiment

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Discounters winning in difficult times  
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### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
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