

Hypermarkets in South Korea

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Abstracts

Offline sales growth remains sluggish at hypermarkets, with this store type struggling due to a consumer shift to online shopping and the government's operating restrictions. The disappointing sales performances in recent years have therefore been leading to outlet closures in this channel. Hypermarkets are also losing sales to convenience stores, as household sizes become smaller and consumers prefer to buy smaller packs of products. This has seen hypermarkets introducing smaller packs of produ...

Euromonitor International's Hypermarkets in South Korea report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hypermarkets market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HYPERMARKETS IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales stagnating at hypermarkets in 2022 due to competition from convenience stores and operating restrictions

Current economic constraints see retailers choosing “outlet renewals” over new store openings

“Half-price” sales rise as a key marketing tactic to attract cost-conscious consumers

PROSPECTS AND OPPORTUNITIES

Private label home meal replacements expected to be a key sales development area at hypermarkets

Hypermarkets to increase the use of local produce and diversify sourcing markets due to the weak won

National discussion on the relaxation of the Sunday closure mandate expected to continue

CHANNEL DATA

Table 1 Hypermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Hypermarkets GBO Company Shares: % Value 2018-2022

Table 4 Hypermarkets GBN Brand Shares: % Value 2019-2022

Table 5 Hypermarkets LBN Brand Shares: Outlets 2019-2022

Table 6 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

RETAIL IN SOUTH KOREA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Quick commerce and fresh food are retailers’ key strategic focuses

Specialist stores are evolving into “total lifestyle” stores

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Summer Sale

Korea Sale Festa

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 12 Retail Offline Outlets by Channel: Units 2017-2022

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 18 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 20 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 24 Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 26 Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 28 Retail GBO Company Shares: % Value 2018-2022

Table 29 Retail GBN Brand Shares: % Value 2019-2022

Table 30 Retail Offline GBO Company Shares: % Value 2018-2022

Table 31 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 32 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 33 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 34 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 35 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 36 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 37 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 43 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 45 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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