

# Hypermarkets in South Korea

<https://marketpublishers.com/r/HC9685BF73BEN.html>

Date: April 2024

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: HC9685BF73BEN

## Abstracts

In 2023, hypermarkets in South Korea faced even slower current value growth than in the previous year, along with a continued decline in outlet numbers, encountering a combination of changing consumer habits and difficult economic conditions. A pivotal factor contributing to the virtual stagnation of the channel was a notable shift in consumers' purchasing patterns, propelled by the remarkable growth of online (retail e-commerce) platforms. High prices, coupled with persistently elevated interes...

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.

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April 2024

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