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Hypermarkets in Argentina

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Abstracts

The hypermarkets channel has been affected particularly strongly by the recession in Argentina. Consumers were faced with a highly inflationary environment and salaries that did not increase at the same rate, thus generating much lower consumption capacity. In this context, consumers tend to make much smaller purchases and more frequently. Hypermarkets, which are usually chosen for making big purchases, has thus been one of the most affected channels. Consumers prefer to visit other less formal...

Euromonitor International's Hypermarkets in Argentina 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.

Product coverage: Modern Grocery Retailers.

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

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