



Hypermarkets in Romania

March 2024

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Hypermarkets in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower footfall in hypermarkets as consumers focus on proximity
Hypermarkets invest in an omnichannel presence and partner with delivery services
Kaufland leads hypermarkets, while offering local produce to increase appeal

PROSPECTS AND OPPORTUNITIES

Proximity shopping negatively impacts hypermarket growth over the forecast period
International brands account for the majority of sales in hypermarkets
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Grocery retailers dominate sales in 2023
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OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
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Mother's Day
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