

Hypermarkets in Canada

February 2025

Table of Contents

Hypermarkets in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Higher demand for one-stop shopping provides a competitive edge for hypermarkets Strategic expansion plans add dynamism to the competitive landscape A shift towards online and in-store integration shapes company strategies

PROSPECTS AND OPPORTUNITIES

One-stop shopping to continue to win over Canadian consumers to hypermarkets Investments in digital and e-commerce integration to develop the channel Store experience enhancements to lure consumers into outlets

CHANNEL DATA

Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 - Hypermarkets GBO Company Shares: % Value 2020-2024

Table 4 - Hypermarkets GBN Brand Shares: % Value 2021-2024

Table 5 - Hypermarkets LBN Brand Shares: Outlets 2021-2024

Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Retail in Canada - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Seamless shopping with the rise of omnichannel experiences in retail in 2024

Health and wellness takes centre stage in 2024

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

New Year's Day

Valentine's Day

Easter

Mother's Day

Father's Day

Canada Day

Back-to-School

Thanksgiving

Halloween

Black Friday

Cyber Monday

Christmas

Boxing Day

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 10 - Sales in Retail Offline by Channel: Value 2019-2024

- Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 12 Retail Offline Outlets by Channel: Units 2019-2024
- Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 18 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 20 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 28 Retail GBO Company Shares: % Value 2020-2024
- Table 29 Retail GBN Brand Shares: % Value 2021-2024
- Table 30 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 31 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 32 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 35 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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