

# Hypermarkets in Indonesia

March 2025

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## Hypermarkets in Indonesia - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Positive value growth but negative outlet growth

Hypermart reverses sales decline with the sale of subsidised products and refreshment of store concept

Offering product premiumisation, Grand Lucky has succeeded in getting the attention of consumers

## PROSPECTS AND OPPORTUNITIES

Hypermarkets to continue to face challenges

The trend of outlet decline set to continue in the forecast period

Different promotional activities being offered to compete with convenience stores and supermarkets

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# Retail in Indonesia - Industry Overview

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Retail in 2024: Resilient growth amidst a challenging operating environment

Outlet numbers stagnate in Indonesian retail

Different strategies offered by grocery retailers and non-grocery retailers

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

Christmas

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