



# Hypermarkets in the Philippines

March 2025

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## Hypermarkets in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hypermarkets enjoy positive growth despite competition from smaller-format stores

Puregold Price Club Inc maintains its lead

Seasonal in-store promotions boost customer loyalty

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Growth prospects will remain bright for hypermarkets

Omnichannel presence will remain critical

Sustainability strategies could spark growth

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