

# Hypermarkets in Japan

March 2025

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# Hypermarkets in Japan - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Shift to speciality stores leads to downward value trend for hypermarkets AEON Group continues to lead hypermarkets Restructuring for improved management efficiency

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Improving apparel profits is key to future growth Hypermarkets accelerate digital strategies Accelerating efforts towards sustainability

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Retail in 2024: The big picture Changes in the competitive environment in retail Japan's retail industry embraces digital solutions to combat labour shortages What next for retail?

# OPERATING ENVIRONMENT

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