

# Hypermarkets in Malaysia

March 2025

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# Hypermarkets in Malaysia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Hypermarkets benefit from the return to busy lifestyles but the competition intensifies

Leading players rationalise their portfolios

Hypermarkets participate in Rahmah Basket programme to help consumers cope with high living costs

## PROSPECTS AND OPPORTUNITIES

Operators to invest to remain competitive

Hypermarkets to push one-stop shopping benefits to consumers while lowering costs for operators

Macrovalue to rebrand and transform Giant

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Expansion plans and price competition intensify the landscape

Players look to technology and experiential shopping to gain a competitive edge

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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Hari Raya Aidilfitri

Deepavali

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