



Euromonitor
International

Hypermarkets in Australia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Australians turn to more affordable products during times of economic hardship
- Kmart retains dominance of hypermarkets
- Big W exclusive partnership with athleisure brands offers customers high-quality activewear at lower price points

PROSPECTS AND OPPORTUNITIES

- Positive outlook for hypermarkets as economic pressures ease
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