

Hypermarkets in New Zealand

March 2025

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Hypermarkets in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost-of-living crisis strengthens Kmart's performance Warehouse Group's sales decline due to lower foot traffic and fewer stores Hypermarket channel becomes a one-stop shop for consumers

PROSPECTS AND OPPORTUNITIES

Kmart to open its largest store with 24/7 trading Digitalisation is focus for hypermarket retailers to stay top of mind among consumers Private label to be a strong focus for consumers and retailers alike

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EXECUTIVE SUMMARY

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