



# Hypermarkets in Argentina

February 2024

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## Hypermarkets in Argentina - Category analysis

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#### 2023 DEVELOPMENTS

Biggest hypermarket players turn their attention towards e-commerce

“Precios Justos” plays a leading role in hypermarkets

Carrefour invests in private label portfolio

#### PROSPECTS AND OPPORTUNITIES

Supermercado Libre emerges as a competitor to hypermarkets

More hypermarket chains are expected to leave the country

Private label and non-food offers to continue to develop in hypermarkets

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What next for retail?

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Informal retail

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