



# Hypermarkets in Australia

March 2024

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## Hypermarkets in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets experience a challenging year after a strong 2022  
Target stores continue to be rebranded to Kmart by Wesfarmers  
Kmart takes its next step in automation with click-and-collect trials

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets expected to return to stronger growth as cost-of-living pressures ease  
Big W makes moves to reduce plastic usage in its stores  
E-commerce to face tough challenge after a notable slowdown in 2023

## Retail in Australia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Promotions drive up volume sales amid cautious spending behaviour  
Sustainability is a focal point for retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
End of year/Christmas shopping  
Back-to-school

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