

Supermarkets And Hypermarkets Market Players Utilize Analytics To Build Customer Loyalty And Enhance Operations

The Business Research Company's Supermarkets And Hypermarkets Global Market Report 2022 – Market Size, Trends, And Global Forecast 2022-2026

LONDON, GREATER LONDON, UK, April 12, 2022 /EINPresswire.com/ -- The supermarkets and hypermarkets are adopting a robust and cohesive strategy for data analytics in management. This technology is being deployed to enhance supply chain efficiency, streamline operations to engage customers, and build loyalty, data has become critical for most retail operations. With the rapid growth in retail data and the availability of technologies to analyze data, it will become easier to identify and meet the needs and expectations of their customers, thus it is expected to drive the supermarkets and hypermarkets market growth going forward.

North America was the largest region in the supermarkets and hypermarkets market in 2021. Western Europe was the second-largest region in the global supermarket and hypermarket market. The regions covered in the global supermarkets and hypermarkets market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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The global [supermarkets and hypermarkets market size](#) is expected to grow from \$2.84 trillion in 2021 to \$3.18 trillion in 2022 at a compound annual growth rate (CAGR) of 12.1%. The global supermarket and hypermarket market size is then expected to grow to \$4.79 trillion in 2026 at a CAGR of 10.8%.



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Supermarkets and hypermarkets are increasingly using blockchain technology to track product details such as source, manufacturing location, transportation modes. Blockchain technology can be described as a data structure that holds transactional records and ensures security, transparency, and decentralization. Due to rising awareness about healthy eating, shoppers are actively looking for the origin and food production methods to understand the entire food supply chain. Blockchain technology enables the users to access labeling information on smartphones giving the user in-depth tracking of data that ensures food quality which is shaping the supermarkets and hypermarkets market outlook.

Major players covered in the global supermarkets and hypermarkets industry are The Kroger Co, Aldi, Schwarz Unternehmenstreuhand KG, Rewe Group, Albertsons Companies Inc, Koninklijke Ahold Delhaize N.V, Tesco PLC, Carrefour SA, Fonciere Euris SA, and J Sainsbury plc.

TBRC's global supermarkets and hypermarkets market analysis report is segmented by type into supermarkets, hypermarkets, by ownership into retail chain, independent retailer, by application into consumer electronics, furniture, food and beverage, toy and stationery, personal care, cosmetic, home textile, dress, others.

[Supermarkets And Hypermarkets Market Report 2022](#) – By Type (Supermarkets, Hypermarkets), By Ownership (Retail Chain, Independent Retailer), By Application (Consumer Electronics, Furniture, Food And Beverage, Toy And Stationery, Personal Care, Cosmetic, Home Textile, Dress) – Market Size, Trends, And Global Forecast 2022-2026 is one of a series of new reports from The Business Research Company that provides a supermarkets and hypermarkets global market overview, forecast supermarkets and hypermarkets market size and growth for the whole market, supermarkets and hypermarkets market segments, geographies, supermarkets and hypermarkets market trends, supermarkets and hypermarkets market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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