

Global Supermarkets and Hypermarkets Market on the Rise, Fueled by Technological Advancements

The Business Research Company's Supermarkets and Hypermarkets Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, November 28, 2023 /EINPresswire.com/ -- The global supermarkets and hypermarkets market is on a growth trajectory, with a projected increase from

\$3,138.21 billion in 2022 to \$3,373.9 billion in 2023, reflecting a robust Compound Annual Growth Rate (CAGR) of 7.5%. Further expansion is anticipated, with the market expected to reach \$4,346.14 billion by 2027, driven by a projected CAGR of 6.5%.

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The global market report for Supermarkets and Hypermarkets in 2023, as provided by The Business Research Company, includes insights into market size, trends, and a global forecast from 2023 to 2032.”

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Strategic Integration of Data Analytics in Management
Supermarkets and hypermarkets are embracing a comprehensive strategy for data analytics in management, leveraging technology to enhance supply chain efficiency, streamline operations, engage customers, and foster loyalty. As data plays a pivotal role in retail operations, the rapid growth in retail data coupled with advanced

analytical technologies enables these establishments to identify and fulfill the evolving needs and expectations of their customers. This emphasis on data analytics is anticipated to be a key driver propelling the market forward.

For a deeper understanding and comprehensive insights, access our detailed sample report: <https://www.thebusinessresearchcompany.com/sample.aspx?id=2178&type=smp>

Key Market Players Shaping the Landscape

Major companies influencing the supermarkets and hypermarkets market include 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.

Blockchain Technology Enhancing Transparency in Supply Chain

The adoption of blockchain technology is gaining traction in supermarkets and hypermarkets for

tracking product details, including source, manufacturing location, and transportation modes. Blockchain, characterized by its secure, transparent, and decentralized data structure, addresses the growing consumer awareness regarding healthy eating and the desire to understand the entire food supply chain, including food quality. By providing access to labeling information via smartphones, blockchain ensures a high level of transparency in tracking data related to food quality.

Regional Dynamics and Market Segmentation

In 2022, North America emerged as the largest region in the supermarkets and hypermarkets market, with Western Europe securing the second-largest position.

The global supermarkets and hypermarkets market is segmented -

- 1) By Type: Supermarkets, Hypermarkets
- 2) By Ownership: Retail Chain, Independent Retailer
- 3) By Application: Consumer Electronics, Furniture, Food and Beverage, Toy And Stationery, Personal Care, Cosmetic, Home Textile, Dress, Other Applications

To explore the complete report and gain strategic insights into the market:

<https://www.thebusinessresearchcompany.com/report/supermarkets-and-hypermarkets-global-market-report>

Supermarkets And Hypermarkets Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Supermarkets And Hypermarkets Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on supermarkets and hypermarkets market size, supermarkets and hypermarkets market drivers and trends, supermarkets and hypermarkets market major players, supermarkets and hypermarkets market competitors' revenues, supermarkets and hypermarkets market positioning, and supermarkets and hypermarkets market growth across geographies. The supermarkets and hypermarkets



market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Email: info@tbrc.info

Check out our:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Twitter: https://twitter.com/tbrc_info

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Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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