Hypermarket Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Grocery, Supermarkets & General Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/hypermarkets-market

> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 804.88 billion
Projected Forecast (2031)	USD 804.88 billion
Growth Rate (CAGR)	2.45 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Hypermarket industry](images/chart_2.png)

![Hypermarket Market (2025 - 2030)](images/chart_3.png)

![Hypermarkets Market: Market Share By Product Category, 2025](images/chart_4.png)

![Hypermarkets Market: Market Share By Store Size, 2025](images/chart_5.png)

![Hypermarkets Market](images/chart_6.png)

![Hypermarket Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 804.88 Billion |
Market Size (2031) | USD 908.47 Billion |
Growth Rate (2026 - 2031) | 2.45 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Hypermarket Market Analysis by Mordor Intelligencehypermarket market size in 2026 is estimated at USD 804.88 billion, growing from 2025 value of USD 785.63 billion with 2031 projections showing USD 908.47 billion, growing at 2.45% CAGR over 2026-2031. Sustained demand for one-stop shopping, investments in micro-fulfilment, and format optimisation offset competitive pressure from discount banners and pure-play e-commerce. Continuous urban migration, highlighted by the United Nations identifying Asia-Pacific as the principal contributor to global city-dweller growth, underpins new store openings [1]Source: United Nations Department of Economic and Social Affairs, “World Urbanization Prospects 2024 Revision,” un.org. . Operators also align with consumer expectations for sustainable sourcing, lower prices, and seamless omnichannel journeys that blend click-and-collect with in-store experiences. Competitive intensity nonetheless heightens as discounters enlarge footprints and zoning rules raise hurdles for new large-box projects.

Key Report Takeaways* By product category, food and grocery led with 56.98% of hypermarket market share in 2025; Consumer Electronics is projected to advance at a 6.18% CAGR through 2031.
* By store size, the 70,001–150,000 sq ft format held 45.08% of the hypermarket market size in 2025, while ≤70,000 sq ft stores are poised for a 6.82% CAGR to 2031.
* By ownership model, publicly listed chains accounted for 62.56% of the hypermarket market size in 2025; franchise-operated outlets exhibit the strongest 7.34% CAGR outlook.
* By geography, Asia-Pacific captured 33.88% of the hypermarket market share in 2025, whereas the Middle East and Africa region is expected to post a 8.82% CAGR to 2031.
* Top 5 companies such as Walmart Inc., Carrefour SA, Costco Wholesale Corp., Tesco PLC, Kroger Co. hold significant market share in 2024.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Hypermarket Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Urbanization and rising disposable income	+0.8%	APAC core, spill-over to MEA	Long term (≥ 4 years)
Expansion of private-label FMCG ranges	+0.5%	Global, with EU leadership	Medium term (2-4 years)
Omnichannel and click-and-collect adoption	+0.4%	North America and EU, expanding to APAC	Short term (≤ 2 years)
Supply-chain digitization and automation	+0.3%	Global, led by developed markets	Medium term (2-4 years)
Micro-fulfilment hubs inside hypermarkets	+0.2%	Urban centers globally	Medium term (2-4 years)
Experiential in-store retail formats	+0.1%	Premium markets in NA, EU, APAC	Long term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The hypermarket market is moderately concentrated. Walmart leads with USD 676 billion revenue and 10,692 outlets across 27 nations, wielding data-driven replenishment and a rapidly scaling marketplace for third-party sellers. Carrefour ranks among the top European players, blending hypermarkets, convenience stores, and an expanding digital ecosystem. In Asia-Pacific, Aeon, Reliance Retail, and CP-

All harness local logistics to defend domestic turf.

Strategic focus gravitates to technology and sustainability. Chains plan quadruple jumps in AI spending to unlock USD 113 billion in efficiencies, covering areas from predictive ordering to dynamic staffing. Discounters Aldi and Lidl captured 38% of German grocery sales in 2024, proving that streamlined ranges and aggressive pricing resonate with value-driven shoppers. Hypermarkets counter with tiered private-label architectures, self-checkout expansion, and renewable energy rollouts that cut operating costs.

White-space growth lies in urban micro-formats paired with same-day fulfilment. Operators retrofit underused parking lots for drive-thru pick-up lanes or solar canopies that lower utility bills. Acquisitions also shape the landscape: Auchan Retail and Groupement Les Mousquetaires acquired 313 French stores from Casino Group in March 2025 for EUR 1.35 billion, cementing national scale. Competitive success therefore hinges on capital access, digital agility, and the capacity to embed ESG into day-to-day operations.

Hypermarket Industry Leaders* Walmart Inc.

* Carrefour SA

* Costco Wholesale Corp

* Tesco PLC

* Kroger Co.

* *Disclaimer: Major Players sorted in no particular order
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Scope Methodology P Space

For this methodology, the hypermarkets market is defined as the yearly value of retail sales generated by large-format stores that combine full grocery with a broad non-food assortment, sold through physical stores and their linked order-fulfillment options.

Scope exclusions: Pure-play e-commerce retailers without a hypermarket store base, and traditional small-format convenience outlets, are not counted as hypermarkets.

Segmentation Container

* By Product Category* Food and Grocery
* Household and Personal Care
* Apparel and Accessories
* Consumer Electronics
* Home Appliances
* Other General Merchandise

* By Store Size* Less than 70 000
* 70 001 - 150 000
* Greater than 150 000

* By Ownership Model* Publicly-Listed Chains
* Cooperative Chains
* Privately-Owned Chains
* Franchise-Operated
* Joint-Ventures

* By Geography* North America* Canada

* United States
* Mexico

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines)
* Rest of Asia-Pacific

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
* Rest of Europe

* Middle East and Africa* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East and Africa

Frequently Asked Questions

What is the current size of the hypermarket market?

The hypermarket market generated USD 804.88 billion in 2026 and is forecast to rise to USD 908.47 billion by 2031.

Which region leads the hypermarket market?

Asia–Pacific holds the largest regional position with 33.88% market share, driven by urbanization and rising disposable incomes.

Which product category dominates hypermarket sales?

Food and Grocery command 56.98% of sales, acting as the primary traffic driver for weekly shopping trips.

What store format is growing the fastest?

Smaller hypermarkets of ≤70,000 sq ft are projected to expand at a 6.82% CAGR, benefiting from urban real-estate constraints and convenience demand.

How are hypermarkets responding to e-commerce competition?

Chains are integrating click-and-collect, investing in micro-fulfilment, and expanding private-label offerings to retain shoppers and protect margins.

Why is franchising gaining importance in the hypermarket market?

Franchise structures allow rapid geographic growth with lower capital outlays, translating into a 7.34% CAGR forecast for franchise-operated stores by 2031.