



Euromonitor
International

Hypermarkets in South Africa

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Walmart'S Entry Accelerates Competitive Intensity through Physical Expansion and Omnichannel Scaling

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Walmart'S Entry Accelerates Competitive Intensity through Physical Expansion and Omnichannel Scaling

Chart 2 - Walmart Opens Its First Branded Store in South Africa

Checkers Sixty60 Hyper Drives Digital Transformation and Reshapes Competition

Chart 3 - Checkers Sixty60 Hyper Elevates On-Demand Delivery

Chart 4 - Value Sales 2020-2030

Chart 5 - Analyst Insight for Hypermarkets

WHAT'S NEXT?

Hypermarkets Is Set for Strong Growth as Walmart Reshapes Competition and Consumer Expectations through Value and Digital Innovation

Experiential Retail and Data-Driven Technology Redefine Customer Engagement and Operational Efficiency in Hypermarkets

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Shoprite Holding Ltd Strengthens Market Leadership through Omnichannel Expansion While Competitors Reposition to Defend Share

Private Label Expansion and Loyalty Innovations Drive New Growth Opportunities

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hypermarkets

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hypermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

Discounters and Supermarkets Capture Shoppers through Affordable Pricing

Chart 16 - Skubu redefines affordability in South Africa

Rapid E-Commerce Growth Is Driven by Convenience, Affordability, and Digital Platform Expansion

Chart 17 - The Checkers Website Brings Sixty60 to Millions of Users

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

Chart 20 - Analyst Insight for Retail

WHAT'S NEXT?

Supermarkets Will Expand Reach as Urbanisation Fuels Demand for Convenience

Retail E-Commerce Is Set to Accelerate as Digital Access Widens and Payment Security Improves

Niche Entrants Will Diversify Offerings as Consolidation Limits New Expansion Routes

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shoprite Holdings Consolidates Its Leadership as South Africa's Retail Market Intensifies

Strategic Consolidation and Premiumisation Concepts Reshape Competition

Chart 23 - Woolworths Launches Its New Store Design in Tygervalley

Chart 24 - Pantry Introduces Ultra-Luxury to South African Convenience Stores

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-south-africa/report.