



Hypermarkets in Italy

May 2026

Table of Contents

[Hypermarkets in Italy - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Conad and Iperal Reshape Customer Experience through Innovation and Community Focus

Chart 2 - La Spesa che fa Bene returns in 2025 with Iperal

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Iper Montebello Spa Redefines the Store Experience through Digital Integration

Retailers Harness Ai and Omnichannel to Counter Margin Pressures

Chart 4 - Conad tests grocery shopping with artificial intelligence

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Hypermarkets

Ipercoop Leverages Private Label and Wellness to Sustain Its Lead

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 Italy - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Attracts Value-Focused Shoppers as Spending Remains Cautious

Retail E-Commerce Outpaces Traditional Channels with Digital Investment

Benetton Boosts Digital Outlet Sales to Capture Bargain Hunters

Chart 16 - OBI opens its first global showroom in Milan

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Win Cautious Shoppers as Omnichannel Expands

Chart 19 - Analyst Insight for Retail

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Eurospin Expands through Value Focus as Competitors Lag

Brico Io and Louis Vuitton Set Innovation Pace with Digital Launches

Chart 22 - Brico Io introduces generative AI in store

Chart 23 - Louis Vuitton launches virtual try-on for its new line of cosmetics

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas Holidays

Easter

Valentine's Day/Father's Day/Mother's Day

Summer Holidays/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-italy/report.