



Hypermarkets in the Philippines

May 2026

Table of Contents

Hypermarkets in the Philippines - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Steady Growth Is Driven by Urbanisation, Value-Led Competition, and Evolving Consumer Price Sensitivity

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Steady Growth Is Driven by Urbanisation, Value-Led Competition, and Evolving Consumer Price Sensitivity

Chart 2 - Super 8 emphasises its value proposition

Shopsm Expands Its Digital Reach to Capture Convenience-Focused Shoppers

Discount Campaigns Boost Loyalty among Budget-Driven Households

Chart 3 - ShopSM sustains its relevance through retail ecommerce

Chart 4 - Analyst Insight for Hypermarkets

Chart 5 - Value Sales 2020-2030

WHAT'S NEXT?

Price Sensitivity, Private Label Expansion, and Operational Efficiency Are Set to Drive Future Growth

Automation and Omnichannel Integration Are Set to Drive Operational Efficiency and Enhance the Customer Experience

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Market Concentration Remains High as Challenger Growth Accelerates

Puregold Drives Digital Innovation and Strategic Expansion through Immersive Engagement and Small-Format Growth

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 the Philippines - Industry Overview](#)

EXECUTIVE SUMMARY

Retail Growth Is Driven by Affordability, Discount Expansion, and Omnichannel Transformation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Growth Is Driven by Affordability, Discount Expansion, and Omnichannel Transformation

Chart 16 - Uniqlo enhances the shopping experience through heightening customer engagement

Experiential Retail Innovation Strengthens Brand Engagement and Elevates Store Formats

Chart 17 - Dali is utilising a no-frills operating model focused on efficiency and consistently low prices

Discounters Lead Retail Growth through Aggressive Expansion and Value-Led Positioning

Chart 18 - Value Sales 2020-2030

WHAT'S NEXT?

Retail Expansion Is Set to Accelerate through Footprint Growth and Value-Led Competition

Chart 19 - Analyst Insight for Retail

Small Local Grocers Will Remain Dominant Despite Increasing Competitive Pressure From Modern Retail Channels

Retail E-Commerce Is Set to Accelerate as Digital Convenience Reshapes Shopper Expectations

Chart 20 - Robinsons department store accentuates its retail e-commerce presence

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sea Ltd and Sm Retail Inc Intensify Rivalry as Retail E-Commerce and Omnichannel Strategies Reshape Shopper Behaviour

Experiential Retail Innovation and Omnichannel Integration Redefine Competitive Advantage

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas Season

Back to School

ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail

Chart 29 - Population 2020-2030

Chart 30 - 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-the-philippines/report.