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**Super Market in Bangladesh**

**What is supermarket?**

A supermarket is a large, self-service retail store that offers a wide variety of food, beverages, and household products, organized into sections or aisles. Customers can browse products, select what they need, and pay at checkout counters.

Key Features of a Supermarket:

1. **Self-Service:** Shoppers pick products themselves without relying on staff for assistance.
2. **Wide Range of Products:**

* Groceries (fruits, vegetables, dairy, meats, canned goods)
* Packaged and frozen foods
* Beverages (soft drinks, juices, water)
* Household items (cleaning supplies, toiletries)
* Sometimes non-food items like clothing, electronics, and small appliances.

1. **Organized Layout:** Products are grouped into sections (e.g., dairy aisle, meat section) to make shopping easier.
2. **Competitive Pricing:** Supermarkets often sell products at competitive or discounted prices to attract customers.
3. **Checkout System:** Customers pay for their selected items at counters, often with cashiers or self-checkout machines.

**Examples:**

Popular supermarket chains include **Walmart, Tesco, Carrefour, Kroger, and Aldi**.

Supermarkets are convenient because they allow customers to purchase many different items under one roof.

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Supermarkets, commonly referred to as "super shops" in Bangladesh, have experienced significant growth in recent years, with the sector expanding by approximately 25% annually over the past two years.

Supermarkets, commonly referred to as "super shops" in Bangladesh, have experienced significant growth in recent years. As of 2024, they account for approximately 2 to 2.5 percent of the total retail market, up from below 1.5 percent three years earlier. The sector has seen an annual growth rate of around 25 percent over the past two years, with projections suggesting the market could surpass USD 1.9 billion by 2030.

**Key Features of Supermarkets in Bangladesh**

1. Home Delivery Services
2. Organized Shopping Environment
3. Fresh Produce and Perishable Goods
4. One-Stop Shopping
5. Fixed Pricing
6. Modern Technology and Payment Options
7. Urban-Centric Locations

**Contribution of Supermarkets in Employment Generation**

The figure shows that the supermarkets' industry in Bangladesh generates 3300 thousand employment in 2018-2019, which rises to 6850 in 2019-2020, and if the progress rate remains steady, the sector will generate 21400 employments of the educated youth of the country in 2021-2022. So, the supermarket industry in Bangladesh is contributing significantly to the economy.

**Annual result of Supermarket in Bangladesh**



**challenges of Supermarkets in Bangladesh**

Supermarkets in Bangladesh face several challenges due to economic, cultural, and operational factors. Below are the key challenges:

**1. Price Sensitivity**

* **Consumer Behavior**: A large portion of the population in Bangladesh is highly price-sensitive and prefers traditional markets (wet markets) or small retail stores that offer goods at lower prices.
* **Comparison with Open Markets**: Supermarkets struggle to compete with cheaper products available in traditional bazaars.

**2. Lack of Consumer Trust and Awareness**

* **Perceived Cost**: Many customers assume that products in supermarkets are more expensive than in traditional stores.
* **Product Authenticity**: There are concerns about counterfeit or low-quality products, especially when supermarkets source from suppliers without strict quality checks.

**3. Supply Chain Issues**

* **Inconsistent Supply**: The supply chain in Bangladesh often lacks efficiency and reliability, leading to stockouts or inconsistent product availability.
* **Perishable Goods**: Storing and handling perishable items like fruits, vegetables, and dairy is challenging due to poor logistics infrastructure and unreliable cold chain facilities.

**4. High Operational Costs**

* **Rent and Utilities**: Supermarkets require large spaces, especially in urban areas where rents are high. Electricity costs for refrigeration and lighting further increase operational expenses.
* **Labor Costs**: Hiring skilled workers for inventory management, billing systems, and customer service adds to the costs.