

## WO KANN MAN SPEISEN UND GETRÄNKE KAUFEN? (Where can you buy food?)

superstore, which combines a supermarket and a department store:

der Hypermarkt, die Hypermärkte  
der Großmarkt, die Großmärkte

### Hypermarket

A **hypermarket** (sometimes called a **hyperstore** or **supercentre** or **superstore**) is a big-box store combining a supermarket and a department store.<sup>[1]</sup> The result is an expansive retail facility carrying a wide range of products under one roof, including full grocery lines and general merchandise. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip. The term *hypermarket* (French: *hypermarché*) was coined in 1968 by French trade expert Jacques Pictet.<sup>[2]</sup>

Hypermarkets, like other big-box stores, typically have business models focusing on high-volume, low-margin sales. Typically covering an area of 5,000 to 15,000 square metres (54,000 to 161,000 sq ft), they generally have more than 200,000 different brands of merchandise available at any one time. Because of their large footprints, many hypermarkets choose suburban or out-of-town locations that are easily accessible by automobile.

### Germany

In Germany, the biggest hypermarket brands are Real (METRO AG), Kaufland (which belongs to Lidl), and Marktkauf (which is a brand of AVA,<sup>[45]</sup> which in turn belongs to EDEKA). However, for various reasons, such as the strong competition by more focused discounters such as Aldi and Lidl, as well as legal restrictions on store size, pricing policy, and opening times, the hypermarket concept is not as widespread in Germany as in other countries.

- E-Center
- Famila
- Globus
- HIT
- Kaufland
- Marktkauf
- Plaza
- Real
- Rewe Center



Real hypermarket in Cologne, Germany