



Appliances and Electronics Specialists in Mexico

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounts and free instalment payments boost demand
In a fragmented channel, the ishop chain continues to lead
The number of stores returns to the pre-pandemic level in 2023

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to gain ground, driven by third-party retailers
Customer experience and sustainability will play a key role
New players expected, driven by economic recovery

CHANNEL DATA

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Retail in Mexico - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
The overall number of stores is higher than the pre-pandemic level, but performances differ between grocery and non-grocery retailers
Retailers improve the shopping experience in order to attract consumers
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Christmas Season
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MARKET DATA

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