



Hypermarkets in Mexico

March 2024

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Hypermarkets in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets boost sales by improving the supply and variety of products

Click-and-collect is becoming a key difference from other retail channels

Walmart offers the first pet-friendly hypermarket

PROSPECTS AND OPPORTUNITIES

Hypermarkets' omnichannel distribution strategies will boost sales

Retailers will continue to invest in and develop private label products

Response time will continue to be relevant to consumers

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Retail in Mexico - Industry Overview

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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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