



Supermarkets in Mexico

March 2024

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Supermarkets in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The recovery of real salaries attracts consumers to supermarkets
Retailers focus on remodelling in addition to opening new stores
Independent supermarkets are still relevant in the interior of the country

PROSPECTS AND OPPORTUNITIES

Strong competition expected for supermarkets in the short term
Financial services expected to be a key business strategy
The focus on fresh and healthy concepts will continue to gain ground

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
Back to School
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MARKET DATA

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