



Convenience Retailers in Mexico

March 2024

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Convenience Retailers in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Impulse purchases and recent store expansion boost sales of convenience stores
Convenience retailers find opportunities in loyalty programmes and financial inclusion
OXXO remains the leading player, and invests in offering experiences

PROSPECTS AND OPPORTUNITIES

OXXO will apply AI tools to locate and identify optimal locations
Digital transformation and financial inclusion are key for consumers
Grupo Bimbo enters convenience retailers

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Retail in Mexico - Industry Overview

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Retailers improve the shopping experience in order to attract consumers
What next for retail?

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