

Discounters in Mexico

Market Direction | 2023-03-28 | 39 pages | Euromonitor

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Report description:

Discounters are the largest modern grocery retail channel in Mexico in terms of retail value sales (although they remain very much in the shadow of small local grocers in terms of number of outlets). In 2022, the format managed to outperform both hypermarkets and hypermarkets in current value terms, due to their ability to offer low prices on a wide range of products, including non-groceries, a factor that was especially important, given the uncertain economic climate. With inflation putting a s...

Euromonitor International's Discounters in Mexico report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Discounters market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Discounters outperform other modern grocery formats, within the context of heightened consumer price sensitivity

Digitalisation continues apace

Walmart continues to dominate sales, having invested in omnichannel and delivery capabilities

PROSPECTS AND OPPORTUNITIES

Value-for-money positioning of discounters will continue to appeal, as inflation remains high, although warehouse clubs could pose a threat, going forward

Competitive landscape to remain unchanged with lack of scope for new players

Greater investment in omnichannel strategies and delivery services

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Modern grocery retailers invest in their home delivery services, with the development of dark stores

E-commerce sees further growth

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Informal retail

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