

General Merchandise Stores in Mexico

Market Direction | 2023-03-28 | 40 pages | Euromonitor

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Report description:

General merchandise stores, which comprises department stores and variety stores, experienced positive growth for the second consecutive year in 2022, with constant value sales edging back towards pre-pandemic levels.

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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.

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Euromonitor International
March 2023

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GENERAL MERCHANDISE STORES IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Solid growth in 2022, thanks to increase in number of outlets

Retailers make efforts to engage cash-strapped consumers

Players continue to invest in omnichannel capabilities

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, driven by new store openings

Digitalisation will aid sales through greater financial inclusion

Overcoming logistical challenges will win customers

CHANNEL DATA

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Retail in 2022: The big picture

2022 key trends: focus on customer engagement via loyalty schemes and price promotions

Digital payment methods enable financial inclusion

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

E-commerce sees further growth

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Back to School

Christmas Season

Shopping Season Name: Hot Sale

Shopping Season Name: Buen Fin

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