

Direct Selling in Mexico

Market Direction | 2024-03-22 | 38 pages | Euromonitor

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Report description:

In 2023, direct selling achieved positive current value growth for a third consecutive year in Mexico; far exceeding the pre-pandemic level of sales. Despite this strong sales performance, the number of direct selling agents contracted again in 2023, following the peak reached in 2020, when many Mexicans were seeking to earn extra money during the COVID-19 pandemic. Many sellers, who initiated their direct selling careers due to the lockdowns, as they looked for alternative sources of income, ar...

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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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.

Table of Contents:

Direct Selling in Mexico
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List Of Contents And Tables

DIRECT SELLING IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales increase, but the number of direct selling agents continues to decrease

Companies continue to invest in omnichannel strategies

Health and beauty, and fashion continue to dominate sales in direct selling

PROSPECTS AND OPPORTUNITIES

Investment in technology will help connect with younger consumers

Direct selling companies are implementing sustainability to boost public perception

Players in direct selling are adopting new payment methods in order to compete with other channels

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

RETAIL IN MEXICO

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

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas Season

Back to School

Hot Sale

Buen Fin

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

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Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 Retail Offline Outlets by Channel: Units 2018-2023

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 □Retail GBO Company Shares: % Value 2019-2023

Table 28 □Retail GBN Brand Shares: % Value 2020-2023

Table 29 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

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Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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Market Direction | 2024-03-22 | 38 pages | Euromonitor

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