

Discounters in Mexico

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

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Report description:

In 2023, discounters saw growth in Mexico in current value terms; albeit at a slower pace compared with the previous year. During 2022, with inflation putting a strain on wallets, households became more price-conscious as their disposable incomes decreased, boosting the sales of discounters. In 2023, with the recovery of real salaries, many Mexicans returned to shopping in their favourite channels, such as supermarkets, hypermarkets, and even convenience stores, which hampered the growth of disc...

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.

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Euromonitor International
March 2024

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Wal-Mart continues to dominate discounters, expanding its chains and improving payment methods

After the exit of PayBack in 2023, discounters launch new loyalty programmes

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Discounters will continue to gain ground against small local grocers

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