

Retail E-Commerce in Mexico

Market Direction | 2024-03-22 | 42 pages | Euromonitor

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Report description:

Retail e-commerce in Mexico demonstrated outstanding double-digit current value growth over the review period, and 2023 was no exception, with growth across most categories. Indeed, the growth rate experienced by e-commerce in Mexico was amongst the highest globally during 2023. Major e-commerce marketplaces such as Amazon and MercadoLibre continued to gain relevance in the country, attracting consumers with their wide product offers. Indeed, many consumers use these third-party platforms to bro...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce maintains strong growth, driven by increasing demand from consumers with limited purchasing power

Companies are investing in last-mile delivery in order to improve the customer experience

Financial fraud remains a main barrier to shopping online for many consumers

PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to maintain growth, albeit at a more modest pace than seen in the review period

Companies will continue to make improvements to retail e-commerce

Marketplaces set to gain relevance over the forecast period

CHANNEL DATA

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RETAIL IN MEXICO

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Retailers improve the shopping experience in order to attract consumers

What next for retail?

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Christmas Season

Back to School

Hot Sale

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