



# Hypermarkets in Mexico

March 2024

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## Hypermarkets in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets boost sales by improving the supply and variety of products

Click-and-collect is becoming a key difference from other retail channels

Walmart offers the first pet-friendly hypermarket

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets' omnichannel distribution strategies will boost sales

Retailers will continue to invest in and develop private label products

Response time will continue to be relevant to consumers

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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

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Seasonality

Christmas Season

Back to School

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Buen Fin

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