



Discounters in Mexico

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery of purchasing power hampers the growth of discounters

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

PROSPECTS AND OPPORTUNITIES

Companies will continue to invest in both the physical and online worlds

Discounters will continue to gain ground against small local grocers

The entry of Mi Súper Dollar General will generate a more competitive environment

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Retail in Mexico - Industry Overview

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Retailers improve the shopping experience in order to attract consumers

What next for retail?

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