

# General Merchandise Stores in Mexico

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Expansion in the number of stores boosts sales of general merchandise stores  
Low-income consumers remain hesitant to purchase at general merchandise stores  
Companies continue to invest in an omnichannel strategy

#### PROSPECTS AND OPPORTUNITIES

Despite e-commerce expansion, companies will continue to invest in new stores  
Competition between department stores and marketplaces expected to intensify  
In-store experience, technology, and financial inclusion expected to improve

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## Retail in Mexico - Industry Overview

### 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

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