Food and Grocery Retailing in Mexico - Market Summary and Forecasts

Description:
Food and grocery is by far the largest product sector in Mexico in terms of share of total retail sales. This sector is expected to witness a healthy CAGR of 5.1% over the forecast period to reach MXN3,537 billion by 2019. Modern retailing is gaining increasing importance in Mexico, and convenience stores command the majority of sales, having accounted for 35.4% of sales in 2014. However, hypermarkets, supermarkets, and hard discounters closely follow convenience stores, accounting for 30.9% of sales in the food and grocery sector. An increasing number of retailers are expanding their footprint and offerings, backed by increased consumer interest in modern stores. Food and grocery retailers are trying new marketing strategies and click and collect services to reach more customers, and are focusing on new store formats and remodeling existing stores, to strengthen their presence in the market and to drive sales.

Key Findings
- Food and grocery is expected to grow at a CAGR of 5.1%
- Convenience Stores (including Independents) and Gas Stations command a major share in country’s overall food and grocery retail market
- Retailers have been focusing more on new store formats and remodelling their existing stores to strengthen their presence in mid-sized destinations
- Demand for healthy food on a rise with increasing concerns over obesity. Mexico turns out to be an early adopter of taxes on sugary beverages (10% per litre) and calorie rich junk foods (8% VAT)
- Drinks segment is expected to be the most promising market during the forecast period, with a CAGR of 5.9% over the next five years.

Synopsis
“Food and Grocery Retailing in Mexico - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting food and grocery retail dynamics for drinks, household products, packaged food, tobacco and unpackaged food from 2009 to 2019
- Sales of food and grocery products through the following channels from 2009 to 2019: Hypermarkets, supermarkets and hard-discounters; food and drinks specialists; convenience stores (including Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and beauty stores; vending machines; duty free retailers; department stores; other specialist retailers
- An overview of key food and grocery retailers operating across Mexico and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on food and grocery sector in the Mexican retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in food and grocery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including drinks, household products, packaged food, unpackaged food and tobacco in the market, with insights on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market

- Analysis of key international and domestic players operating in the food and grocery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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