Euromonitor International

Retail in Latin America

October 2024

Table of Contents

INTRODUCTION

Scope
Key findings

REGIONAL OVERVIEW

Latin America the fifth biggest regional market for retail value sales
Positive growth expected for the Latin American retail market in the coming years
Latin America has the second biggest direct selling market regionally
E-commerce channel adds the most new sales regionally over the review period
Convenience stores add a lot of new sales in Mexico over 2018-2023
Non-grocery retailers losing share in Latin America over 2018-2023
Discounters lose some sales as real wage growth is seen in Mexico in 2023
Players quitting the Argentinian market due to the country's economic problems

LEADING COMPANIES AND BRANDS

Competitive landscapes generally becoming more concentrated across Latin America
MercadoLibre moves up the rankings over 2018-2023
Mexico and Brazil the main revenue generators for most of the top 10 players
MercadoLibre maintains its leading position in Latin American retail

FORECAST PROJECTIONS

Positive growth expected over the forecast period for retail in Latin America
Mexico expected to drive the overall regional performance over 2023-2028

COUNTRY SNAPSHOTS

Argentina: Grocery Retailers Market Context
Argentina: Non-Grocery Retailers Market Context
Argentina: Competitive Landscape
Brazil: Grocery Retailers Market Context
Brazil: Non-Grocery Retailers Market Context
Brazil: Competitive Landscape
Chile: Grocery Retailers Market Context
Chile: Non-Grocery Retailers Market Context
Chile: Competitive Landscape
Colombia: Grocery Retailers Market Context
Colombia: Non-Grocery Retailers Market Context
Colombia: Competitive Landscape
Mexico: Grocery Retailers Market Context
Mexico: Non-Grocery Retailers Market Context
Mexico: Competitive Landscape
Peru: Grocery Retailers Market Context
Peru: Non-Grocery Retailers Market Context
Peru: Competitive Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-latin-america/report.