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International**

Retail in Central America and the Caribbean: Three Key Trends for 2024

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Guatemala continues to lead the region in retail sales

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Non-grocery retail bounces back, but e-commerce's sales growth significantly outstrips that of all other retail channels

Chart 5 - Retail Breakdown by Channel 2018-2023

THREE KEY RETAIL TRENDS

Walmart recommits to its operations in Central America

Retail e-commerce is rapidly developing across Central America and the Caribbean

Informal retail continues to thrive across Central America and the Caribbean

LEADING RETAILERS

Walmart maintains its position as the leading retailer in Central America and the Caribbean

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Fixed price leads sales growth amidst economic pressures

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Local players lead the grocery market in the region

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