Euromonitor International

Retail in Central America and the Caribbean: Three Key Trends for 2026

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EXECUTIVE SUMMARY

Central America and the Caribbean: Overview

Chart 1 - Retail in Context 2025

Chart 2 - Retail in the Context of Latin America 2020-2025

Retail in 2025: The big picture

Chart 3 - Retail Sales 2020-2030

Driven by various factors, performance varies but remains positive across the region

Chart 4 - Retail Channel Breakdown by Country 2020-2025

Grocery captures interest, while e-commerce drives growth pace

Chart 5 - Retail Breakdown by Channel 2020-2025

THREE KEY RETAIL TRENDS

Discounters and warehouse clubs reshape the region

Instant payments help rewrite e-commerce

Health and beauty specialists drive growth in non-grocery retailers' sales

LEADING RETAILERS

Walmart leads a fragmented retail space, with value formats driving gains

Chart 6 - Top 10 Retail Companies 2020-2025

Value and variety formats dominate amongst fastest-growing companies

Chart 7 - Top Companies by Sales Growth 2020-2025

Walmart is the undisputed leader in the grocery retailers channel, but local players hold firm

Chart 8 - Grocery Retailers: Top Companies 2020-2025

Non-grocery retailers remains highly fragmented channel, led by value-based brands

Chart 9 - Non-Grocery Retailers: Top Companies 2020-2025

Belcorp remains the clear leader in direct selling, but demographic shifts reshape the channel

Chart 10 - Direct Selling: Top Companies 2020-2025

OUTLOOK

What next for retail?

Chart 11 - The Evolution of Retail 2020-2030

Chart 12 - Absolute Growth by Channel 2020-2030

Guatemala leads on scale, but digital growth is stronger in neighbouring markets

Chart 13 - Retail: Country Sizes and Growth by Channel 2020-2030

E-commerce will drive channel growth in the region

Chart 14 - Retail: Channel Sizes and Growth by Country 2020-2030

COUNTRY SNAPSHOTS

Costa Rica

Chart 15 - Costa Rica: Company Shares of Grocery Retailers 2025

Chart 16 - Costa Rica: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025

Chart 17 - Costa Rica: Company Shares of Non-Grocery Retailers 2025

Chart 18 - Costa Rica: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025

Chart 19 - Costa Rica: Company Shares of Direct Selling 2025

Dominican Republic

Chart 20 - Dominican Republic: Company Shares of Grocery Retailers 2025

Chart 21 - Dominican Republic: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025

Chart 22 - Dominican Republic: Company Shares of Non-Grocery Retailers 2025

Chart 23 - Dominican Republic: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025

Chart 24 - Dominican Republic: Company Shares of Direct Selling 2025

El Salvador

Chart 25 - El Salvador: Company Shares of Grocery Retailers 2025
Chart 26 - El Salvador: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 27 - El Salvador: Company Shares of Non-Grocery Retailers 2025
Chart 28 - El Salvador: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 29 - El Salvador: Company Shares of Direct Selling 2025
Guatemala
Chart 30 - Guatemala: Company Shares of Grocery Retailers 2025
Chart 31 - Guatemala: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 32 - Guatemala: Company Shares of Non-Grocery Retailers 2025
Chart 33 - Guatemala: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 34 - Guatemala: Company Shares of Direct Selling 2025
Honduras
Chart 35 - Honduras: Company Shares of Grocery Retailers 2025
Chart 36 - Honduras: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 37 - Honduras: Company Shares of Non-Grocery Retailers 2025
Chart 38 - Honduras: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 39 - Honduras: Company Shares of Direct Selling 2025
Panama
Chart 40 - Panama: Company Shares of Grocery Retailers 2025
Chart 41 - Panama: Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 42 - Panama: Company Shares of Non-Grocery Retailers 2025
Chart 43 - Panama: Non-Grocery Retailers Channel Breakdown 2025 and % CAGR 2020-2025
Chart 44 - Panama: Company Shares of Direct Selling 2025

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