Euromonitor International

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

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EXECUTIVE SUMMARY

Central America and the Caribbean: Overview

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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

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

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