

# Department Stores in Mexico

March 2022

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## Department Stores in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Strong recovery in demand, with constant value sales exceeding their pre-pandemic level

Chains leverage store cards to drive growth

Demand for big ticket items like home furnishings particularly strong

#### PROSPECTS AND OPPORTUNITIES

As chains pivot towards an omnichannel model, new store openings will slow

Partnerships will help department stores to boost their e-commerce performance

Department stores will seek to improve the in-store experience in order to better compete with pure-play e-commerce

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E-commerce holds onto its pandemic gains, as local consumers become increasingly comfortable shopping online

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Informal retailing

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