

Hypermarkets in Mexico

March 2022

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Hypermarkets in Mexico - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Inflationary pressure accelerates shift away from hypermarkets

Led by Walmart, hypermarkets pivot towards an omnichannel model

Facing aggressive competition for discounters, hypermarkets struggle to expand their store networks

PROSPECTS AND OPPORTUNITIES

As the inflationary squeeze deepens, hypermarkets will continue to struggle to compete with discounters

Hypermarkets will continue to invest heavily in e-commerce, as they seek to reduce delivery costs

Going local will help hypermarkets to differentiate themselves from discounters

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