

# Vending in Mexico

March 2023

Table of Contents

## Vending in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Full recovery in 2022, thanks to return to pre-pandemic lifestyles  
New product categories offer potential  
Grupo Bimbo and Pepsi-Cola Mexicana remain dominant

#### PROSPECTS AND OPPORTUNITIES

Range of products will continue to widen, with a focus on healthier options  
Contactless payment options will become commonplace  
Vending represents an investment opportunity for new entrants, going forward

#### CHANNEL DATA

Table 1 - Vending by Product: Value 2017-2022  
Table 2 - Vending by Product: % Value Growth 2017-2022  
Table 3 - Vending GBO Company Shares: % Value 2018-2022  
Table 4 - Vending GBN Brand Shares: % Value 2019-2022  
Table 5 - Vending Forecasts by Product: Value 2022-2027  
Table 6 - Vending Forecasts by Product: % Value Growth 2022-2027

## Retail in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture  
2022 key trends: focus on customer engagement via loyalty schemes and price promotions  
Digital payment methods enable financial inclusion  
Modern grocery retailers invest in their home delivery services, with the development of dark stores  
E-commerce sees further growth  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2022  
Seasonality  
Christmas  
Back to School  
Christmas Season  
Shopping Season Name: Hot Sale  
Shopping Season Name: Buen Fin

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022  
Table 9 - Sales in Retail Offline by Channel: Value 2017-2022  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022  
Table 11 - Retail Offline Outlets by Channel: Units 2017-2022  
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022  
Table 13 - Sales in Retail E-Commerce by Product: Value 2017-2022  
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 - Sales in Grocery Retailers by Channel: Value 2017-2022  
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022  
Table 19 - Grocery Retailers Outlets by Channel: Units 2017-2022  
Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022  
Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022  
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022  
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2017-2022  
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022  
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2017-2022  
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022  
Table 27 - Retail GBO Company Shares: % Value 2018-2022  
Table 28 - Retail GBN Brand Shares: % Value 2019-2022  
Table 29 - Retail Offline GBO Company Shares: % Value 2018-2022  
Table 30 - Retail Offline GBN Brand Shares: % Value 2019-2022  
Table 31 - Retail Offline LBN Brand Shares: Outlets 2019-2022  
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 34 - Grocery Retailers GBO Company Shares: % Value 2018-2022  
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2019-2022  
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022  
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022  
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022  
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022  
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027  
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2022-2027  
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027  
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2022-2027  
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027  
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2022-2027  
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027  
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027  
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027  
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027  
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027  
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027  
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027  
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027  
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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## SOURCES

Summary 2 - Research Sources

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