



Euromonitor
International

Direct Selling in Mexico

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales increase as number of direct selling agents continues to fall
Companies invest further in omnichannel strategies
Health and beauty and fashion dominate sales in direct selling

PROSPECTS AND OPPORTUNITIES

Further growth in sales will be seen amid continued falls in number of agents
Sustainability to remain in sharp focus
Health and beauty and fashion will continue to lead direct selling in Mexico during forecast period

CHANNEL DATA

- Table 1 - Direct Selling by Product: Value 2019-2024
- Table 2 - Direct Selling by Product: % Value Growth 2019-2024
- Table 3 - Direct Selling GBO Company Shares: % Value 2020-2024
- Table 4 - Direct Selling GBN Brand Shares: % Value 2021-2024
- Table 5 - Direct Selling Forecasts by Product: Value 2024-2029
- Table 6 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail in Mexico - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Artificial intelligence spearheads innovation in Mexico's retail landscape
Investing in omnichannel capabilities is key for success
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Christmas Season
- Back to School
- Hot Sale
- Buen Fin

MARKET DATA

- Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 9 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 10 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 11 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 13 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 - Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 27 - Retail GBO Company Shares: % Value 2020-2024

Table 28 - Retail GBN Brand Shares: % Value 2021-2024

Table 29 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 30 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 31 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 34 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 42 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 44 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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