



# Appliances and Electronics Specialists in Mexico

March 2024

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## Appliances and Electronics Specialists in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounts and free instalment payments boost demand  
In a fragmented channel, the ishop chain continues to lead  
The number of stores returns to the pre-pandemic level in 2023

#### PROSPECTS AND OPPORTUNITIES

E-commerce will continue to gain ground, driven by third-party retailers  
Customer experience and sustainability will play a key role  
New players expected, driven by economic recovery

#### CHANNEL DATA

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## Retail in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
The overall number of stores is higher than the pre-pandemic level, but performances differ between grocery and non-grocery retailers  
Retailers improve the shopping experience in order to attract consumers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
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