



Euromonitor
International

Discounters in Mexico

April 2025

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Discounters in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competitive prices and proximity as key drivers for dynamic growth in 2024
Wal-Mart continues to dominate, expanding network and improving payment methods
Tiendas 3B becomes Mexico's largest discounter by outlets, entering NYSE to fuel expansion

PROSPECTS AND OPPORTUNITIES

Dynamism in discounters fuelled by continued investment in tech
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Mexico's economy woes may benefit discounters during forecast period

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Investing in omnichannel capabilities is key for success
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-mexico/report.