



# Convenience Retailers in Mexico

March 2024

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## Convenience Retailers in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Impulse purchases and recent store expansion boost sales of convenience stores  
Convenience retailers find opportunities in loyalty programmes and financial inclusion  
OXXO remains the leading player, and invests in offering experiences

#### PROSPECTS AND OPPORTUNITIES

OXXO will apply AI tools to locate and identify optimal locations  
Digital transformation and financial inclusion are key for consumers  
Grupo Bimbo enters convenience retailers

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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  
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