



Retail E-Commerce in Mexico

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce maintains strong growth, driven by increasing demand from consumers with limited purchasing power

Companies are investing in last-mile delivery in order to improve the customer experience

Financial fraud remains a main barrier to shopping online for many consumers

PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to maintain growth, albeit at a more modest pace than seen in the review period

Companies will continue to make improvements to retail e-commerce

Marketplaces set to gain relevance over the forecast period

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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

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