

## Retail Industry in Latin America - IT Market Assessment

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The consumption pattern in Latin America is changing rapidly. With the economic development and increase in purchasing power, the customer focus is shifting from household consumption to personal consumption.

Further, the markets with comparatively higher purchasing power like Brazil, Chile and Mexico are dominated by organized retail chains, which control about three-quarters of the market. For example - in Mexico, many mom-and-pop shops which enjoyed market share of as high as 77% for some massive consumption items have been forced to either close down or relocate by huge retail chains like Wal-Mart.

The report forecasts the IT spending of the Retail Industry in Latin America over the period 2007-2013. It is meant for IT vendors and intends to help them identify selling opportunities in the Retail Industry in Latin America. The report identifies key business issues being faced by the Retail Industry in Latin America.

Further, the identified sales drivers can be used to penetrate these accounts or increase current share of the customer's wallet. Also, the report lists leading IT buyers and provides their brief company profile, along with their IT spending.

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