

Mexico Retail Report Q1 2016

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Abstracts

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BMI View: The Mexican population will continue to experience sustained social upliftment between 2015 and 2019 as total household income continues to drive growth in the middle class. Coupled with further reductions in unemployment and a stable outlook for the economy, total household spending will continue to grow steadily. This will have positive implications for the Mexican retail sector and will continue to expand the consumer market. The direct effect will increase internal consumption and stimulate economic activity.

We remain optimistic toward Mexico's long-term growth outlook on the back of a booming manufacturing sector, an increasingly strong private consumer and favourable demographics. Inflation is at historic lows and is likely to remain subdued over the forecast period. The strengthening of the US economy also bodes well for Mexico in two primary ways. Firstly, it will increase demand for Mexican export goods, particularly in the manufacturing sector. Secondly, it will boost remittances flows sent home by the millions of Mexicans living and working north of the border.

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