

Mixed Retailers in Mexico

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Abstracts

During 2013 and 2014, the Sam's Club chain of warehouse clubs owned by Wal-Mart de México registered a poor performance, posting 1% current value growth in 2013 and marginally negative current value growth in 2014, despite the opening of 14 additional outlets in the chain during 2013 and a further three in 2014. This situation led Wal-Mart to identify supporting the Sam's Club chain as a priority, which in turn resulted in changes to the retailer's strategy, including a review of its product ass...

Euromonitor International's Mixed Retailers in Mexico report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores , Mass Merchandisers, Variety Stores, Warehouse Clubs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Mixed Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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