

# Retail in El Salvador

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## Abstracts

In 2022 retail in El Salvador rebounded. Stronger macroeconomic indicators and a full return to pre-pandemic lifestyles boosted consumer demand, especially among wealthier shoppers. However, high inflation, widespread informal retailing and a precarious security situation acted as drags on growth. These elements massively impacted consumers' shopping habits and the ability of retailers to expand beyond well-known and safe urban areas. Little improvement is expected over the forecast period.

Euromonitor International's Retail in El Salvador 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:** Retail E-Commerce, Retail Offline.

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

## Why buy this report?

Get a detailed picture of the Retail 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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