

Wal-Mart de México SAB de CV in Packaged Food (Mexico)

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Abstracts

Wal-Mart de México is expected to remain the leading grocery retailer in Mexico in the forecast period, benefiting from ongoing expansion in its store network and investment in driving internet retailing sales growth. The company plans to introduce free WiFi in all stores by mid-2018, other than in its small Bodega Aurrera Express discounters, with this aiming to encourage consumers to order online. Many of its low-income customers have smartphones while lacking data plans, with this strategy th...

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