



Euromonitor
International

Hypermarkets in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Despite Macroeconomic Challenges

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Growth Despite Macroeconomic Challenges

Omnichannel Upgrades and In-Store Experience Drive Loyalty

Wal-Mart'S Expansion Sparks Competition and Raises Service Standards

Chart 2 - Wal-Mart'S Major Expansion Boosts Hypermarket Competition in Mexico

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Wal-Mart and Heb Enhance Omnichannel Loyalty with Real-Time Data

Chart 4 - Omnichannel Innovation Reshapes Hypermarket Convenience in Mexico

Ai and Automation Address Labour Regulation and Service Demands

Private Label Expansion Builds Trust and Supports Price Positioning

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Hypermarkets

Wal-Mart De México Expands Omnichannel Investment

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hypermarkets

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hypermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

Coppel'S Digital Expansion Narrows the Gap with Online Specialists

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Coppel'S Digital Expansion Narrows the Gap with Online Specialists

Oxxo and Didi Accelerate the Shift toward Hyperconvenience

Chart 16 - Oxxo And Didi Team up to Provide Hyperconvenience
Informal Channels Remain Resilient Amid Shifting Consumer Priorities
Chart 17 - Value Sales 2020-2030

WHAT'S NEXT?

Success of Retail E-Commerce Accelerates Digital Transformation as Discounters Retain Price Advantage
Chart 18 - Analyst Insight for Retail
Major Players Harness Ai and Retail Media to Drive Efficiency and Engagement
Department Stores and Large Chains Advance Seamless Omnichannel Experiences
Chart 19 - Forecast Value Sales 2020-2030
Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coppel Moves up the Rankings as Tiendas 3B Reshapes Preferences
Innovative Concepts Arrive in 2025
Chart 21 - Inditex Launches For & From Store in Mexico Promoting Inclusion
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Summary 1 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas Season
Back to School
Hot Sale
Buen Fin

ECONOMIC CONTEXT

Chart 24 - Economic Context for Retail
Chart 25 - Real GDP Growth 2020-2030
Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Retail
Chart 28 - Population 2020-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-mexico/report.