# Most important Supermarkets in Mexico

# Ventas de Antad (Foto: Reuters).

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# The leading stores in Mexico concentrates 40% of market participation, the most important Supermarkets are: Chedraui; Comercial Mexicana, Soriana; and Walmart, Bodega Aurrera; followed by Oxxo; according to Euromonitor.

# Chedraui has hypermarkets and supermarkets under the brand names of Super Chedraui, offers basic products, low prices; Chedraui Select, offering high quality products.

# Wal-Mart de México, SAB de CV, led grocery retailers in 2015. Wal-Mart’s strategy includes continuous geographical expansion and a clear differentiation between its three different formats: targeting low-income consumers, the discounter Bodega Aurrera, offering basic products at low prices; its hypermarket chain Walmart Supercenter, targets middle-income earners; and Superama supermarkets, target affluent consumers through higher quality products, it has also its own private label, Extra Special, which offers premium products, many of them imported, such as Spanish chorizo, Italian risotto and Swiss fondue cheese.

# In 2015, Organización Soriana, closed an agreement with Controladora Comercial Mexicana to purchase the retail division. The agreement included its discounter and hypermarket formats, Comercial Mexicana will retain the supermarket brands Fresko, Sumesa and City Market, which target upper-mid and high-income consumers. Over the next two years Soriana will be able to use the Comercial Mexicana brand and logo in order to ensure a gradual transition to the brand.

# Supermarkets have achieved a strong development in countries such as: Chile, Brazil, Mexico, Argentina and Colombia, where consumers are looking for comfort and convenience, which has also strengthened the smaller formats, according to a study reported by Nielsen Retail Service.

# The market value of retailers engaged in the sale of food (including supermarkets, hypermarkets, discount stores and convenience stores) has now reached USD 103,485 million, representing a quarter of total household spending in the country.

# Carlos Delgado, director of Nielsen Retail Service, noted that from the main countries of Latin America, Mexico shows a consistent growth in Supermarkets for 2017, with an expected increase of 2.8% in GDP, while Brazil would increase 1.7%, Colombia and Peru would be around 1%.

# One factor to continue supporting growth is the geographical expansion of modern grocery, offering a wide variety of products, good store locations and added value services according to stores specific target, it is a key to increase sales.

# Important stores own almost 26% of household income in Mexico, the strength in consumption has benefited the retail sector. According to "Nielsen Global Study: Growth Strategies in the retail sector", 7 out of 10 Mexicans enjoy purchase in shopping stores. Despite the rapid growth in the use of new technologies available, shopping in stores remains one of the favorite activities of Mexicans.

Source:

* Forbes<http://www.forbes.com.mx/supermercados-duenos-del-26-de-los-ingresos-familiares/>