



**Euromonitor  
International**

# Retail in Central America and the Caribbean: Three Key Trends for 2024

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Central America and the Caribbean: Overview

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Retail in 2023: The big picture

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Guatemala continues to lead the region in retail sales

Chart 4 - Retail Channel Breakdown by Country 2018-2023

Non-grocery retail bounces back, but e-commerce's sales growth significantly outstrips that of all other retail channels

Chart 5 - Retail Breakdown by Channel 2018-2023

### THREE KEY RETAIL TRENDS

Walmart recommits to its operations in Central America

Retail e-commerce is rapidly developing across Central America and the Caribbean

Informal retail continues to thrive across Central America and the Caribbean

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Walmart maintains its position as the leading retailer in Central America and the Caribbean

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Fixed price leads sales growth amidst economic pressures

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Local players lead the grocery market in the region

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Retail e-commerce will record the highest growth of any channel over the forecast period

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