

A good source of information about retail outlets in Mexico is the *Asociación Nacional de Tiendas de Autoservicios y Departamentales (ANTAD)*, National Association of Supermarket and Department Stores. It publishes a detailed directory of all of the retailers listed in the accompanying tables and holds a large annual trade show in Guadalajara, Jalisco, usually in the spring.

## RETAIL STORES IN MEXICO, 1996

|                                 | Number of Stores | Sales Area in Square Metres |
|---------------------------------|------------------|-----------------------------|
| <b>Megamarkets</b>              | <b>23</b>        | <b>314,269</b>              |
| K-Mart de México                | 4                | 37,605                      |
| Wal-Mart de México              | 19               | 276,664                     |
| <b>Hypermarkets</b>             | <b>404</b>       | <b>2,233,524</b>            |
| Aurrerá                         | 35               | 225,315                     |
| Casa Ley                        | 72               | 314,424                     |
| Gigante                         | 152              | 688,900                     |
| Operadora Comercial Mexicana    | 92               | 585,254                     |
| Organización Soriana            | 53               | 419,631                     |
| <b>Supermarkets</b>             | <b>431</b>       | <b>926,893</b>              |
| Alimentos y Despensas Populares | 8                | 15,400                      |
| Almacenes de Mérida Faraón      | 4                | 3,950                       |
| Almacenes Zaragoza              | 10               | 26,308                      |
| Aurrerá (Superama)              | 36               | 52,968                      |
| Auto Mercado de Las Fuentes     | 6                | 8,000                       |
| Auto Servicios Gutiérrez Rizo   | 3                | 4,698                       |
| Autoservicios Ajusco            | 1                | 960                         |
| Azcunaga Hermanos               | 10               | 11,470                      |
| Carlos Aramburo                 | 3                | 2,750                       |
| Central Detallista              | 37               | 100,058                     |
| Centro Comercial Californiano   | 2                | 6,200                       |
| Centro Comercial Coloso Chaveña | 8                | 11,160                      |
| Centro Comercial Visión         | 1                | 3,500                       |
| Centros Comerciales Del Norte   | 7                | 7,450                       |
| Comercial Ah-Kim-Pech           | 3                | 5,880                       |
| Comercial Pronto                | 11               | 1,940                       |
| Comercial V.H.                  | 32               | 106,650                     |
| Comercializadora La Bonanza     | 2                | 2,000                       |
| Corporativo San Diego           | 3                | 5,500                       |
| Distribuidora Sukarne           | 18               | 2,049                       |
| Economax                        | 3                | 3,300                       |
| Fénix                           | 13               | 12,900                      |
| Galerías el Alba                | 6                | 3,550                       |
| Gigante Fleming                 | 4                | 10,393                      |
| Impulsora Comercial El Camino   | 3                | 3                           |
| Javier Ruíz Bonifaz y Sucesores | 4                | 3,400                       |
| La Luna Unidad Comercial        | 7                | 19,870                      |
| Operadora Futurama              | 21               | 52,580                      |
| Operadora Merco                 | 14               | 44,271                      |
| Operadora Supermercados         | 17               | 13,678                      |
| Pastelerías Elizondo            | 3                | 1,500                       |

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