

MONTERREY

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	10	16	836	31	18	382
Records, toys & presents	3	29	519	15	15	627
Furniture	16	33	1,081	33	31	1,255
Vehicles	3	44	2,329	22	57	4,185
Spare parts vehicles	39	18	870	45	13	412
Stationery & books	25	32	1,747	15	13	991
Electrical material	12	23	1,136			
Hardware				17	18	798
Pharmacies				36	26	4,373
Department stores				21	113	3,026
Supermarkets				201	32	1,233

The population can be divided into five income groups ranging from A to E: High income A, middle income B-C, low income C-D. The high income population represents 7% of Mexico City's population, the middle class 50%, and the low income class 43%. The higher income classes purchase mostly at department stores and in specialized boutiques, and less at chain stores and supermarkets; the B-C class makes most of its purchases in supermarkets, union stores, chain stores and lower class department stores and chain stores;; class C-D purchases in government stores, low priced stores, and with street vendors and house to house vendors. With respect to the person within the family that makes the purchases, 35% are made by housewives, 15% by unmarried men, 16% by husbands and 34% by either husband or wife with their children.

The large chains account for only some 5% of total stores, but they employ 40% of the work force and make 85% of total sales. At present, there are approximately 700,000 stores throughout Mexico, although they are concentrated in the country's largest cities: Mexico, Guadalajara and Monterrey, which account for 40%, 8% and 6% of total sales respectively.

Approximately 60% of total consumer product sales are made through large supermarket chains, department stores and chain stores, most of which are privately owned, except for the large government or union-owned stores established for the workers of specific enterprises.

Supermarkets range from the small sized ones, with an area of 100 to 400 square meters and 1,000 to 1,500 product families, to the large hypermarkets of over 2,500 square meters and 20,000 product lines. Some 70% of all stores are concentrated in Mexico's largest cities, such as Mexico, Guadalajara (Jalisco), Monterrey (Nuevo León) and Puebla. Supermarkets can be found on a national and regional basis. Approximately 25% of supermarket stores are located in Mexico City, 7% in Jalisco and 4% in Nuevo León.