

MANUFACTURERS OF TRUCKS AND BUSES IN MEXICO, 1992

PERCENTAGE OF MARKET SHARE

Company	Diesel Trucks	Gasoline Trucks	Buses
Dina	21.5	4.4	33.5
Mercedes Benz	28.7	3.4	30.0
Kenmex	47.0	0.1	—
TRAMOSA	0.7	—	3.2
Victor Patrán	2.1	—	—
Mexicana de Autobuses	—	—	33.3
Total	100	7.9	100

Source: Asociación Mexicana de la Industria Automotriz (AMIA), National Association of the Automotive Industry.

THE RETAIL SECTOR

The vast majority of plastics products exported to Mexico by Canadian suppliers are raw materials or intermediate goods sold to Mexican producers for incorporation into finished products. Some finished products such as floor coverings and bathroom fixtures are sold to industrial customers. A small but growing group of products are consumer goods that are distributed by retailers. This includes, for example, tableware, kitchenware and other household articles. Sales of these products grew from US \$224,000 in 1992 to about US \$1.4 million in 1994. Other retail products include office, home and school supplies, and apparel.

The Mexican retail sector is highly diverse. On one hand, it has a very large number of small retail outlets often referred to as "mom-and-pop" stores. There are almost 300,000 retail units and the population per unit is only about 300, compared to about 900 in Canada. On the other hand, the market is dominated by very large retail supermarkets. Major supermarkets make up only about 5 percent of the retail outlets, but account for 40 percent of sales. Experts predict that the market share of supermarkets and other retail chains will expand further to about 70 percent over the next several years.

OVERVIEW OF THE MEXICAN RETAIL SECTOR

Type of Outlet	Typical Size	No. of Outlets
Hypermarkets	>1500 sq. metres	445
Supermarkets	<1500 sq. metres	1,215
Large traditional stores	One check-out	17,341
Small traditional stores	One clerk	154,522
Small kiosks and stands	—	98,472
		271,995

Source: Canada Park International, 1994.