

and toiletries, video and sound, fabrics and notions, sporting goods, books and periodicals, appliances and consumer durables, footwear, photo supplies, stationery and paper products, optical goods, musical instruments and supplies, and car tires and automobile accessories.

Another growing phenomenon is the shopping mall, which is becoming increasingly common throughout Mexico. Every year several of them are built, offering very wide spaces under one roof, which gather large department stores, boutiques, specialty stores, restaurants and cafeterias, and sometimes a supermarket, and a parking area, following North American models, although maybe at a slightly smaller scale.

Most stores established in Mexico are fully Mexican owned, but some have foreign capitals or are associated with a large chain abroad.

Publicity and advertising are important sales features and the large chains invest significant amounts in media advertisement, mostly TV, radio, newspapers and certain magazines. The cost of advertising fall on the consumer or often on the suppliers themselves, when a particular campaign relates to a certain brand or product being promoted.

The ANTAD groups all major private supermarket chains, department stores and chain stores. The following is a list of their larger members, with their area of operation (3), the number of stores they have, the total area of sales measured in square meters, and sales of the largest groups that participate in the Mexican Stock Exchange:

CHAIN	AREA	STORES	SQUARE M	SALES
<b>SUPERMARKETS</b>				
CIFRA: Total		89		\$1.7blln
Aurrerá	National	35		
Superama	National	34	44,516	
Bodeaurrerá	national	25	102,635	
Gigante	National	101	544,271	\$1.4blln
Comercial Mexicana	National	87	536,941	\$1.2blln
SUMESA (=C.M.)		26	21,165	
Blanco	National	92	370,243	
Cadena Comercial	National	413	38,400	
Benavides	Center-North	252	77,383	
De Todo	Mexico City	2		
Super 7	National	133	14,766	
Sorimex	North	15	114,546	

3. The areas listed include the following states:

North: Nuevo León, Chihuahua, Durango and Coahuila;

Northwest: Baja California, Baja California Sur, Sonora and Sinaloa;

Northeast: Tamaulipas

Center: Jalisco, Nayarit, Guanajuato, San Luis Potosí and Michoacán;

Gulf: Veracruz and Tabasco

Caribbean: Yucatán, Quintana Roo