



PetrolPlaza's industry news: Now all in Spanish!

After enjoying a record 2018 with the highest number of sessions in our 20-year history, PetrolPlaza continues to look forward and grow with the industry. From January 1, all our news will be available in English and Spanish.

As the fuelling industry continues to become more international, PetrolPlaza wants to offer its readers and advertisers better services and global reach. That is why all our editorial content will also be in Spanish. There are some 572 million people with Spanish as a first or second language. It is also the gateway into one of the most promising markets for international suppliers and retailers, Latin America.

Despite the political uncertainty in Brazil and the severe recession in Argentina, Latin America's economy is expected to grow by 2.6% by 2020, according to Spanish bank BBVA. Countries such as Colombia, Chile, Peru and Paraguay will continue to show positive figures over the next years.

In addition, Mexico has become one of the attractive markets for professionals involved in the retail petroleum industry. After liberalizing its fuel distribution and retail market, the country has opened its doors to international companies, giving access to a market with 125 million citizens. Now that Pemex's monopoly has come to an end, modern infrastructure and attractive services will be required to stand out from the competition.

Automatic car washes and an enhanced convenience offering will be two of the key trends in the Latin American region over the next decade. Regulatory changes in the region will also open up interesting business opportunities, as it is the case with vapour recovery and alternative fuels.

Stay up to date with latest news on the global fuel retail, convenience and car wash sectors in Spanish with PetrolPlaza. Tell your colleagues!