

## **Home and Garden in Mexico**

Market Direction | 2024-05-29 | 48 pages | Euromonitor

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### **Report description:**

A growing economy and favourable macroeconomic factors, such as low unemployment and a growing housing market, drove value sales growth in Mexico's home and garden market in 2023. While growth was marginal in home furnishings, it was more robust in gardening, home improvement and homewares.

Euromonitor International's Home and Garden in Mexico report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home and Garden market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## **Table of Contents:**

Home and Garden in Mexico  
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### List Of Contents And Tables

#### HOME AND GARDEN IN MEXICO

##### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

##### MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2018-2023  
Table 2 Sales of Home and Garden by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Home and Garden: % Value 2019-2023  
Table 4 LBN Brand Shares of Home and Garden: % Value 2020-2023  
Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023  
Table 6 Distribution of Home and Garden by Format: % Value 2018-2023  
Table 7 Distribution of Home and Garden by Format and Category: % Value 2023  
Table 8 Forecast Sales of Home and Garden by Category: Value 2023-2028  
Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### GARDENING IN MEXICO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Interest in gardening remains robust  
Convenience and sustainability driving innovation in pots and planters  
Inflation and trading down drive fragmentation in gardening hand tools

##### PROSPECTS AND OPPORTUNITIES

Growth in gardening to slow down as consumers return to offices  
Pots and planters to benefit from strong urban gardening trend  
Online channel expected to gain share over the forecast period

##### CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2018-2023  
Table 11 Sales of Gardening by Category: % Value Growth 2018-2023  
Table 12 NBO Company Shares of Gardening: % Value 2019-2023  
Table 13 LBN Brand Shares of Gardening: % Value 2020-2023  
Table 14 Distribution of Gardening by Format: % Value 2018-2023  
Table 15 Forecast Sales of Gardening by Category: Value 2023-2028  
Table 16 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

#### HOME FURNISHINGS IN MEXICO

##### KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Expansion of furniture driven by economic growth and government spending

Growing demand for multi-functional and space-saving furniture

Younger consumers' gain in purchasing power is driving a change in furniture purchasing trends

## PROSPECTS AND OPPORTUNITIES

Online channel expected to gain in importance over the forecast period

Sustainability important, but mitigated by price sensitivity

Hybrid work practices boost home office furniture

## CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2018-2023

Table 18 Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 20 LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 21 LBN Brand Shares of Light Sources: % Value 2020-2023

Table 22 Distribution of Home Furnishings by Format: % Value 2018-2023

Table 23 Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## HOME IMPROVEMENT IN MEXICO

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Home improvement posts robust value growth, in line with growth in the construction market

Strong presence of both local and international players

Desire for convenience is changing trends in floor covering

## PROSPECTS AND OPPORTUNITIES

Decorative paints forecast to see growth due to nearshoring of paint players

Growing focus on sustainability across home improvement

Consumers' reliance on installation services to constrain growth of retail e-commerce, but some categories to continue to benefit

## CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2018-2023

Table 26 Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Home Improvement: % Value 2019-2023

Table 28 LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 29 Distribution of Home Improvement by Format: % Value 2018-2023

Table 30 Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

## HOMEWARES IN MEXICO

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Inflation and persistent working from home sustain growth in homewares

Limitations on living space necessitate space-saving homewares

Major brands losing share to smaller players due to prevalence of low-cost retailers

## PROSPECTS AND OPPORTUNITIES

Return to offices expected to dampen growth of homewares over the forecast period

Sustainability concerns expected to drive move away from plastic

E-commerce to witness strong development over the forecast period

## CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2018-2023

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Table 33 Sales of Homewares by Category: % Value Growth 2018-2023
Table 34 Sales of Homewares by Material: % Value 2018-2023
Table 35 NBO Company Shares of Homewares: % Value 2019-2023
Table 36 LBN Brand Shares of Homewares: % Value 2020-2023
Table 37 Distribution of Homewares by Format: % Value 2018-2023
Table 38 Forecast Sales of Homewares by Category: Value 2023-2028
Table 39 Forecast Sales of Homewares by Category: % Value Growth 2023-2028

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