

**Consumer Electronics Retail in Mexico**

Industry Report | 2025-09-18 | 45 pages | MarketLine

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**Report description:**

Consumer Electronics Retail in Mexico

## Summary

Consumer Electronics Retail in Mexico industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Mexican consumer electronics retail market recorded revenues of \$40.3 billion in 2024, representing a compound annual growth rate (CAGR) of 5.0% between 2019 and 2024.
- The household appliances segment accounted for the market's largest proportion in 2024, with total revenues of \$14.2 billion, equivalent to 35.3% of the market's overall value.
- The growth of the Mexican consumer electronics retail market during 2019-24 is driven by the increase in the number of households with personal computers. According to the Organization for Economic Co-operation and Development (OECD), in 2023, the number of households with personal computers in Mexico reached 16.5 million, up 7.8% over 2019.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Mexico

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Mexico
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Mexico consumer electronics retail market with five year forecasts

## Reasons to Buy

- What was the size of the Mexico consumer electronics retail market by value in 2024?
- What will be the size of the Mexico consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Mexico consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Mexico's consumer electronics retail market?

## Table of Contents:

- Table of Contents
- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Category segmentation
  - 1.4. Geography segmentation
  - 1.5. Market rivalry
  - 1.6. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
  - 4.3. Market distribution
- 5 Market Outlook
  - 5.1. Market value forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Who are the leading players?
  - 7.2. What are the strategies of the leading players?
  - 7.3. What are the strengths of the leading players?
- 8 Company Profiles

8.1. Mercado Libre Inc  
8.2. Amazon.com Inc  
8.3. Coppel SA de CV  
8.4. Apple Inc

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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