



**Euromonitor
International**

Home Improvement in Mexico

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Improvement Summary

INDUSTRY PERFORMANCE

Interceramic Drives Renovation Demand with Design-Led Campaigns

Chart 1 - Interceramic Sells Renovation as Design, From Mr Bigfoot Campaign to First Kohler Signature Store in Mexico

Bosch Accelerates Cordless Tool Adoption, Shifting Household Behaviour

Chart 2 - Comex Expands Eco Range with Easy-Clean and Multi-Surface Products for Diy Painting

Households Fuel Renovation with Finance Reforms and Rising Expenditure

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Cordless Tool Innovation Set to Drive Repeat Purchases and Shape Retail Strategies

Paint and Finishing Brands to Win by Making Projects Simpler for Households

Design-Led Renovation and Flexible Finance to Fuel Sustained Demand

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pinturas Berel Strengthens Leadership as Rivals Pursue Design and Innovation

Comex Drives Repainting Demand with Dual-Colour Launch and Design Partnerships

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Physical Retail Networks Evolve through Experience-Led Showrooms and Integrated Services

Retail E-Commerce Grows as a Complementary Channel for Specific Product Categories

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Home Improvement

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Home Improvement

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home and Garden in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Ikea and Vasconia Set the Pace as Shoppers Focus on Trusted Brands and Adaptable Design

Chart 17 - Ikea Makes Adaptability for Small and Changing Homes Its Core Message

Furniture Anchors Spending as Gardening and Renovation Outpace the Core Category

Chart 18 - Vasconia Keeps Trusted Kitchen Brands on Shelves through Its 2025 Restructuring

Infonavit Reform and Tariff Changes Shift Spending Towards Domestic Supply and Renovation

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Market to Mature as Consumers Adapt to Compact Living and Digital Convenience

Chart 21 - Liverpool Extends Click and Collect and Credit through Small Express Stores

Value, Local Production and Omnichannel Ease to Define the Winners

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Liverpool Leverages Credit and Omnichannel to Defend Lead as Ikea Accelerates Share Gains

Established Players Consolidate as Local Manufacturing and Adaptable Design Take Centre Stage

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Home Improvement Stores Retain Lead through Wide Offering

Liverpool Express and Home Depot Expand Digital Reach to Drive Innovation

E-Commerce Strengthens through Click-And-Collect and Tailored Product Strategies

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home and Garden

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home and Garden

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-mexico/report.