

# Luxury Goods in Mexico

October 2023

**Table of Contents** 

#### Luxury Goods in Mexico

#### **EXECUTIVE SUMMARY**

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

- Table 1 Sales of Luxury Goods by Category: Value 2018-2023
- Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023
- Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023
- Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023
- Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023
- Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023
- Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028
- Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Experiential Luxury in Mexico

#### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023

Luxury hotels records highest value growth within category overall in 2023

Marriott International Inc leads experiential luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales increase expected over 2023-2028

Luxury hotels likely to see the most dynamic performance over the forecast period

## CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

# Fine Wines/Champagne and Spirits in Mexico

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits is the biggest category in value terms in 2023

Don Julio Agavera SA de CV is the number one company in fine wines/champagne and spirits in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales forecast to rise in constant 2023 terms over 2023-2028

Luxury spirits expected to experience the fastest CAGR increase during 2023-2028

#### **CATEGORY DATA**

- Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023
- Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023
- Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022
- Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023
- Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028
- Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

## Premium and Luxury Cars in Mexico

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023

Number of premium and luxury cars declining

Premium and luxury cars is led by Daimler AG in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars forecast to rise over 2023-2028

Internet sales set to rise in significance

Rise in importance of electric cars

## CATEGORY DATA

- Table 21 Sales of Premium and Luxury Cars: Value 2018-2023
- Table 22 Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023
- Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023
- Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023
- Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028
- Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

## Personal Luxury in Mexico

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Personal luxury sees rising current retail value sales in 2023

Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)

Luxury eyewear sees rising value sales in 2023

Retail value sales of luxury jewellery on the up in 2023

Luxury leather goods sees positive value growth in 2023

Value sales of luxury wearables electronics increase in 2023

Luxury timepieces enjoys value sales increase

Value sales of writing instruments and stationery on the up in 2023

Value sales of super premium beauty and personal care rise

Louis Vuitton México S de RL CV leads personal luxury in 2022

## PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise over the forecast period

Designer apparel and footwear (ready-to-wear) set to remain biggest personal luxury category in value terms in 2028

Luxury wearables electronics is expected to see the fastest growth over forecast period

#### CATEGORY DATA

- Table 27 Sales of Personal Luxury by Category: Value 2018-2023
- Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023
- Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023
- Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023
- Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023
- Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028
- Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

## 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 focusing 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/luxury-goods-in-mexico/report.