Home and Garden in Mexico

May 2024

Table of Contents
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

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

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 17 - Sales of Gardening by Category: Value 2018-2023
Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Gardening: % Value 2019-2023
Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023
Table 21 - Distribution of Gardening by Format: % Value 2018-2023
Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028
Table 23 - Forecast Sales of Gardening 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 24 - Sales of Homewares by Category: Value 2018-2023
Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023
Table 26 - Sales of Homewares by Material: % Value 2018-2023
Table 27 - NBO Company Shares of Homewares: % Value 2019-2023
Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023
Table 29 - Distribution of Homewares by Format: % Value 2018-2023
Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028
Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

**Home Furnishings in Mexico**

**KEY DATA FINDINGS**

**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 32 - Sales of Home Furnishings by Category: Value 2018-2023
Table 33 - Sales of Home Furnishings by Category: % Value Growth 2018-2023
Table 34 - NBO Company Shares of Home Furnishings: % Value 2019-2023
Table 35 - LBN Brand Shares of Home Furnishings: % Value 2020-2023
Table 36 - LBN Brand Shares of Light Sources: % Value 2020-2023
Table 37 - Distribution of Home Furnishings by Format: % Value 2018-2023
Table 38 - Forecast Sales of Home Furnishings by Category: Value 2023-2028
Table 39 - Forecast Sales of Home Furnishings 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, 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.