

# Home and Garden Specialist Retailers in Mexico

March 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Home improvement and gardening outperform homewares and home furnishing

E-commerce grows in popularity, with some players struggling to cope

Hypermarkets and discounters pose a mounting competitive threat

### PROSPECTS AND OPPORTUNITIES

While the hypermarket threat will intensify, e-commerce growth will stall

New entrant IKEA has significant scope for growth

Comex looks to fintech partnership to drive sales growth

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## Retailing in Mexico - Industry Overview

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Department stores prove resilient in the face of COVID-19

E-commerce holds onto its pandemic gains, as local consumers become increasingly comfortable shopping online

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