

Homeshopping in Mexico

March 2022

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Homeshopping in Mexico - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic boost to homeshopping demand peters out

Consumer health among the top performers

Focusing on consumer electronics, telecoms operator TELMEX remains the leading player

PROSPECTS AND OPPORTUNITIES

With an ageing customer base, homeshopping companies will struggle to drive growth

The line between e-commerce and homeshopping will blur

Competition from physical stores will intensify

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

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