Home and Garden in Mexico

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

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DISCLAIMER

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Home Improvement in Mexico

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hand tools demand increases with a rise in DIY projects in 2022
Home paint and cordless drills benefit from home improvement trends
Home improvement is populated by strong local and international players and retailers

PROSPECTS AND OPPORTUNITIES

Sustainability is an increasingly important factor in home improvement
Innovation is anticipated across home improvement
Ongoing search for refreshing and modern looks

CATEGORY DATA

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Gardening in Mexico

KEY DATA FINDINGS

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Gardening continues to benefit from leisure/hobby and health and wellness trends
Good demand for fertiliser while sustainability informs gardening choices
Private label presence amid intense competitive landscape

PROSPECTS AND OPPORTUNITIES
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“Huerto” trend to continue to boost gardening
Room for further development of e-commerce

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Homewares in Mexico

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Return to pre-pandemic lifestyles shifts consumer focus away from homewares
Food storage and kitchen utensils face mounting competition from eco-friendly and multi-purpose alternatives
Local and international presence in homewares

PROSPECTS AND OPPORTUNITIES
Positive outlook as home-centred lifestyles remain a factor despite the return to work, school and social norms
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Home Furnishings in Mexico

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Demand for charcoal barbecues buoyed by the outdoor cooking trend
Light-emitting diode lamps (LED) leverages energy-efficiency to see the highest retail value growth in 2022
The home furnishings landscape remains highly competitive

PROSPECTS AND OPPORTUNITIES
Environmental and sustainability trends to continue to influence home furnishings
Bed textiles to benefit from a rise in households while hybrid work practices boost home office furniture

CATEGORY DATA
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