



Euromonitor
International

Home Improvement in Mexico

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mexico's home improvement market sees demand supported by urbanisation, eco-friendly products, and DIY culture
Pinturas Berel's growth in 2024 driven by strategic investments and community engagement
Strategic expansion and rising demand for sustainable paints boost growth of leaders in home improvement distribution

PROSPECTS AND OPPORTUNITIES

Economic uncertainty and regulatory challenges threaten development of home improvement
Smart home technology is redefining renovation priorities as Mexican homeowners seek greater efficiency, security and comfort
DIY culture is reshaping Mexico's home improvement market through personalisation, affordability and tech-friendly solutions

CATEGORY DATA

- Table 1 - Sales of Home Improvement by Category: Value 2019-2024
- Table 2 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 5 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

Home and Garden in Mexico - Industry Overview

EXECUTIVE SUMMARY

- Home and garden in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for home and garden?

MARKET DATA

- Table 8 - Sales of Home and Garden by Category: Value 2019-2024
- Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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