Euromonitor International

Homewares in Mexico

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Homewares in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising incomes, urban growth, and sustainability trends are driving demand for modern and eco-friendly homewares in Mexico

Grupo Vasconia leads with innovation and cost efficiency, while Zara Home gains ground through digital and lifestyle-focused strategies

Homewares and home furnishing stores retains leadership through curated offerings, while e-commerce accelerates with tech-driven convenience

PROSPECTS AND OPPORTUNITIES

Urban growth and lifestyle changes drive demand for personalised, tech-enabled, and sustainable homewares

Digital innovation and rising connectivity anticipated to reshape homewares retail into a more personalised and accessible experience

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DISCLAIMER

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