



**Euromonitor
International**

Luxury Goods in Mexico

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Experiential Luxury in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

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- New options offered by leading international chains in fragmented landscape
- Glamping - an alternative way to enjoy luxury experiences

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Luxury jewellery
Luxury leather goods
Luxury wearables electronics
Luxury timepieces
Luxury writing instruments and stationery
Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Designer apparel and footwear (ready-to-wear) to remain most important category, but super premium beauty and personal care offers further growth potential
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