



Personal Luxury in Mexico

October 2024

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Personal Luxury in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear) drives sales of personal luxury

Luxury eyewear

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

Boost to personal luxury to be driven by both local and international tourism

General merchandise stores to remain the most important for personal luxury

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DISCLAIMER

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