



Euromonitor
International

Home Products Specialists in Mexico

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Pet stores continues to rise though +Kota goes bankrupt
Home Depot grows in Mexico despite decline in global sales
Mexico's emergence as furniture exporter fuels home furnishings, and e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Nearshoring will help hardware expand in Mexico, as home products faces competitive threats from other channels
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Investing in omnichannel capabilities is key for success
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