



Home Improvement in Mexico

May 2025

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Home Improvement in Mexico - Category analysis

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

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DISCLAIMER

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