



Euromonitor  
International

# Homewares in Mexico

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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  
Mexican homeware brands to thrive through design innovation and sustainability over the forecast period

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Home and Garden in Mexico - Industry Overview

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DISCLAIMER

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