



Euromonitor
International

Home Products Specialists in Mexico

April 2025

Table of Contents

Home Products Specialists in Mexico - Category analysis

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
Casaideas leverages resources from The Home Store
Increase in local production of pet food may increase sales for pet stores, and sustainability remains key concern

CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Sales in Home Products Specialists by Channel: Value 2019-2024
Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
Table 5 - Home Products Specialists GBO Company Shares: % Value 2020-2024
Table 6 - Home Products Specialists GBN Brand Shares: % Value 2021-2024
Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2021-2024
Table 8 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 10 - Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
Table 11 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

Retail in Mexico - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Artificial intelligence spearheads innovation in Mexico's retail landscape
Investing in omnichannel capabilities is key for success
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Christmas Season
Back to School
Hot Sale
Buen Fin

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 - Retail GBO Company Shares: % Value 2020-2024
Table 33 - Retail GBN Brand Shares: % Value 2021-2024
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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