



# Home Furnishings in Mexico

May 2024

Table of Contents

## Home Furnishings in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Expansion of furniture driven by economic growth and government spending  
Growing demand for multi-functional and space-saving furniture  
Younger consumers' gain in purchasing power is driving a change in furniture purchasing trends

#### PROSPECTS AND OPPORTUNITIES

Online channel expected to gain in importance over the forecast period  
Sustainability important, but mitigated by price sensitivity  
Hybrid work practices boost home office furniture

#### CATEGORY DATA

Table 1 - Sales of Home Furnishings by Category: Value 2018-2023  
Table 2 - Sales of Home Furnishings by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Home Furnishings: % Value 2019-2023  
Table 4 - LBN Brand Shares of Home Furnishings: % Value 2020-2023  
Table 5 - LBN Brand Shares of Light Sources: % Value 2020-2023  
Table 6 - Distribution of Home Furnishings by Format: % Value 2018-2023  
Table 7 - Forecast Sales of Home Furnishings by Category: Value 2023-2028  
Table 8 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## Home and Garden in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

### MARKET DATA

Table 9 - Sales of Home and Garden by Category: Value 2018-2023  
Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023  
Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023  
Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023  
Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023  
Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028  
Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-furnishings-in-mexico/report](http://www.euromonitor.com/home-furnishings-in-mexico/report).