



**Euromonitor
International**

Home Furnishings in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sofas and beds drive growth in home furnishings as consumers prioritise comfort and multi-functionality
El Puerto de Liverpool's success in home furnishings boosted by digital growth and expanded physical presence
Homewares and home furnishing stores the largest channel, while e-commerce grows fast

PROSPECTS AND OPPORTUNITIES

Kitchen and dining textiles to see steady growth driven by domestic demand and textile industry expansion
Younger, urban consumers to drive demand for affordable, versatile home furnishings in Mexico
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DISCLAIMER

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