



Euromonitor
International

Homewares in Mexico

May 2025

Table of Contents

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

CATEGORY DATA

- Table 1 - Sales of Homewares by Category: Value 2019-2024
- Table 2 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 3 - Sales of Homewares by Material: % Value 2019-2024
- Table 4 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 5 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 6 - Distribution of Homewares by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home and Garden in Mexico - Industry Overview

EXECUTIVE SUMMARY

- Home and garden in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2019-2024
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

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/homewares-in-mexico/report.