

Consumer Types in Mexico

<https://marketpublishers.com/r/C4CD45D5AE06EN.html>

Date: May 2023

Pages: 59

Price: US\$ 1,325.00 (Single User License)

ID: C4CD45D5AE06EN

Abstracts

Consumer Types can be a powerful tool to help companies better understand and appeal to their target markets. By going beyond typical demographic-based segmentation, such as age or gender, and grouping consumers based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers.

Euromonitor's Consumer Types in Mexico report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Types market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

TRADITIONAL TOYS AND GAMES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High inflation spikes retail current value growth in toys and games in 2022

Licensing is a major and burgeoning trend in traditional toys and games

Eco-friendly products gain visibility and acceptance

PROSPECTS AND OPPORTUNITIES

Premiumisation and licensing to push value growth amid negative demographics and a digital shift

Sustainability to remain in the limelight

E-commerce and omnichannel strategies to continue to gain importance

CATEGORY DATA

Table 1 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

TOYS AND GAMES IN ROMANIA

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 10 Sales of Toys and Games by Category: Value 2017-2022

Table 11 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 Distribution of Toys and Games by Format: % Value 2017-2022

Table 15 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Consumer Types in Mexico

Product link: <https://marketpublishers.com/r/C4CD45D5AE06EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C4CD45D5AE06EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970