

DIY, Home Improvement and Garden Centres in Mexico

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Abstracts

Current value sales in DIY, home improvement and garden centres showed only an acceptable performance during 2011. There were several reasons for this performance, and for the slow creation of new outlets. The DIY culture amongst individual consumers is not widespread in Mexico, and most sales go through skilled tradespeople who perform home improvement and maintenance jobs. Besides, the construction industry, one of the most significant industries in the whole economy, remained somewhat...

Euromonitor International's DIY, Home Improvement and Garden Centres in Mexico report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Chained Forecourt Retailers, Independent Forecourt Retailers.

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

Why buy this report?

Get a detailed picture of the DIY, Home Improvement and Garden Centres 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Retailing Sees A Good Performance During 2011

Discounters and Convenience Stores Continue To Outperform Other Grocery Formats

Internet Retailing Continues To Expand, But Focuses Mostly on Travel Services

Controladora Comercial Mexicana Returns To A Path of Growth

Retailing Is Expected To Perform Discretely in the Coming Years

Key Trends and Developments

Security Issues Rise in Retailing

Store-based Retailers Increasingly Engage in Social Internet Networks

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