

Mexico Home Improvement Services Market Size, Share, Trends and Forecast by Type, Buyers Age, City Type, and Region, 2026-2034

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Abstracts

The Mexico home improvement services market size reached USD 4.6 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 6.4 Billion by 2034 , exhibiting a growth rate (CAGR) of 3.49 % during 2026-2034 . The market is being driven by rising disposable incomes, a strong do-it-yourself (DIY) culture, increasing demand for eco-friendly and sustainable products, and significant investments from major retailers.

MEXICO HOME IMPROVEMENT SERVICES MARKET TRENDS:

Rapid Digitalization and Platformization of Home Improvement Services

Mexico's home improvement services market is undergoing a digital transformation, driven by the rapid rise of online on-demand platforms that are reshaping how consumers book services like painting, plumbing, electrical work, and general renovations. This highlights a broader shift towards digital service delivery, which is significantly impacting Mexico's home maintenance ecosystem. Key factors fueling this growth include mobile-first experiences, with over the majority of Mexican households owning internet-enabled smartphones, enabling easy access to home service apps, real-time pricing, and in-app payments. Additionally, consumer trust in ratings and reviews has led to repeat booking rates, pushing service providers to improve quality. The gig economy's flexibility has attracted more independent contractors, with platforms seeing an increase in active service providers. As cities like Mexico City, Guadalajara, and Monterrey enhance internet connectivity, demand for app-mediated home improvement services is set to grow, attracting investments from both local and global players.

Construction Sector Expansion Fueling Renovation and Retrofit Services

Mexico's construction industry is experiencing robust growth, fueling a surge in home renovation and retrofit services. In 2024, Mexico's construction output grew by 4.1%, driven by residential and infrastructure projects, creating significant demand for finishing and upgrading existing homes. The national construction production volume index rose by 6.3% year-on-year during the first nine months of 2024, signaling continued investment in new builds and refurbishments. Concurrently, the DIY and hardware retail sector, linked to installation services, is expected to expand robustly, reflecting rising homeowner investment in materials for renovation. Additionally, the hardware and building materials market is also experiencing high demand levels, indicating strong requirement for specialized components and professional installation services. Key drivers of this growth include government infrastructure spending, rising property values prompting kitchen and bathroom remodels, and the professionalization of trades. As high interest rates and urban density encourage retrofitting over relocation, specialist renovation services will continue to drive market expansion.

MEXICO HOME IMPROVEMENT SERVICES MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on type, buyers age, and city type.

Type Insights:

Kitchen Renovation and Addition

Bathroom Renovation and Addition

Exterior and Interior Replacements

System Upgrades

Others

The report has provided a detailed breakup and analysis of the market based on the type. This includes kitchen renovation and addition, bathroom renovation and addition, exterior and interior replacements, system upgrades, and others.

Buyers Age Insights:

Under 35

35-54

55-64

Above 65

A detailed breakup and analysis of the market based on the buyers age have also been provided in the report. This includes under 35, 35-54, 55-64, and above 65.

City Type Insights:

Metro Cities

Non-metro Cities and Towns

The report has provided a detailed breakup and analysis of the market based on the city type. This includes metro cities and non-metro cities and towns.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico home improvement services market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico home improvement services market on the basis of type?

What is the breakup of the Mexico home improvement services market on the basis of buyers age?

What is the breakup of the Mexico home improvement services market on the basis of city type?

What is the breakup of the Mexico home improvement services market on the basis of region?

What are the various stages in the value chain of the Mexico home improvement services market?

What are the key driving factors and challenges in the Mexico home improvement services market?

What is the structure of the Mexico home improvement services market and who are the key players?

What is the degree of competition in the Mexico home improvement services market?

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