

# Home and Garden Products in Mexico

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## Abstracts

Home and Garden Products in Mexico

### SUMMARY

Home and Garden Products in Mexico industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The home and garden products market consists of gardening and outdoor living products, home improvement products, and homewares. Gardening and outdoor living includes garden buildings, manual and electric garden tools, garden utensils, outdoor living products (garden furniture, barbecues, ornaments), and plants and growing media (bulbs, compost, domestic fertilizer, flowering plants, seeds, shrubs and trees). Home improvement includes retail (not trade) sales of decorating materials (paint, varnish, wall tiles, wallpaper), Electricals hardware (alarms, light fittings, plugs, switches), hardware (brackets, locks, nails, bolts, nuts, etc.), other materials (adhesive, aggregates, boards, cement, doors, window frames, glass, bricks, timber, etc.), and manual and power tools. Homewares includes retail sales of home hardware (crockery, cutlery, glassware, rubbish bins, storage, mechanical utensils and home devices e.g. scales), lamps and lampshades, textiles and soft furnishings (bathroom textiles, beddings, cushions, futons, hammocks, mattresses, table linen, furniture covers, doormats), and window dressings (blinds, curtain poles, rails, curtains, hooks). Any currency conversions calculated using constant annual average 2018 exchange rates.

The Mexican home and garden products market had total revenues of \$23.7bn in 2018, representing a compound annual growth rate (CAGR) of 8.5% between 2014 and 2018.

The home improvement segment was the market's most lucrative in 2018, with total revenues of \$13.1bn, equivalent to 55.3% of the market's overall value.

With cheap labor available in Mexico, consumers benefit from this translating into ready-made furniture at low prices, which will continue to drive market growth, especially in terms of home improvements and homewares.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden products market in Mexico

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden products market in Mexico

Leading company profiles reveal details of key home & garden products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Mexico home & garden products market with five year forecasts

## REASONS TO BUY

What was the size of the Mexico home & garden products market by value in 2018?

What will be the size of the Mexico home & garden products market in 2023?

What factors are affecting the strength of competition in the Mexico home & garden products market?

How has the market performed over the last five years?

What are the main segments that make up Mexico's home & garden products market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. Which players have been most successful in the recent past?
- 7.3. What strategies have leading players used over the last year?

## **8 COMPANY PROFILES**

- 8.1. Lowe's Companies, Inc.
- 8.2. The Home Depot Inc
- 8.3. El Puerto de Liverpool SAB de CV
- 8.4. Walmart Inc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Mexico home & garden products market value: \$ million, 2014-18
- Table 2: Mexico home & garden products market category segmentation: \$ million, 2018
- Table 3: Mexico home & garden products market geography segmentation: \$ million, 2018
- Table 4: Mexico home & garden products market distribution: % share, by value, 2018
- Table 5: Mexico home & garden products market value forecast: \$ million, 2018-23
- Table 6: Lowe's Companies, Inc.: key facts
- Table 7: Lowe's Companies, Inc.: Annual Financial Ratios
- Table 8: Lowe's Companies, Inc.: Key Employees
- Table 9: Lowe's Companies, Inc.: Key Employees Continued
- Table 10: The Home Depot Inc: key facts
- Table 11: The Home Depot Inc: Annual Financial Ratios
- Table 12: The Home Depot Inc: Key Employees
- Table 13: The Home Depot Inc: Key Employees Continued
- Table 14: El Puerto de Liverpool SAB de CV: key facts
- Table 15: El Puerto de Liverpool SAB de CV: Annual Financial Ratios
- Table 16: El Puerto de Liverpool SAB de CV: Key Employees
- Table 17: Walmart Inc: key facts
- Table 18: Walmart Inc: Annual Financial Ratios
- Table 19: Walmart Inc: Key Employees
- Table 20: Walmart Inc: Key Employees Continued
- Table 21: Walmart Inc: Key Employees Continued
- Table 22: Walmart Inc: Key Employees Continued
- Table 23: Mexico size of population (million), 2014-18
- Table 24: Mexico gdp (constant 2005 prices, \$ billion), 2014-18
- Table 25: Mexico gdp (current prices, \$ billion), 2014-18
- Table 26: Mexico inflation, 2014-18
- Table 27: Mexico consumer price index (absolute), 2014-18
- Table 28: Mexico exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Mexico home & garden products market value: \$ million, 2014-18

Figure 2: Mexico home & garden products market category segmentation: % share, by value, 2018

Figure 3: Mexico home & garden products market geography segmentation: % share, by value, 2018

Figure 4: Mexico home & garden products market distribution: % share, by value, 2018

Figure 5: Mexico home & garden products market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the home & garden products market in Mexico, 2018

Figure 7: Drivers of buyer power in the home & garden products market in Mexico, 2018

Figure 8: Drivers of supplier power in the home & garden products market in Mexico, 2018

Figure 9: Factors influencing the likelihood of new entrants in the home & garden products market in Mexico, 2018

Figure 10: Factors influencing the threat of substitutes in the home & garden products market in Mexico, 2018

Figure 11: Drivers of degree of rivalry in the home & garden products market in Mexico, 2018

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