

Mexico Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/MCE82533921FEN.html>

Date: October 2023

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: MCE82533921FEN

Abstracts

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Summary

Consumer Electronics Retail in Mexico industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Mexican consumer electronics market had total revenues of \$35.7 billion in 2022, representing a compound annual growth rate (CAGR) of 6.1% between 2017 and 2022.

The household appliances segment accounted for the market's largest proportion in 2022, with total revenues of \$12.8 billion, equivalent to 35.8% of the market's overall value.

The growth in the Mexican consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence.

For instance, according to the Instituto Nacional de Estadística y Geografía (INEGI), the consumer confidence indicator in Mexico stood at 46.8 in September 2023, up from 41.3 in October 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Mexico

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Mexico

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Mexico consumer electronics retail market with five year forecasts

Reasons to Buy

What was the size of the Mexico consumer electronics retail market by value in 2022?

What will be the size of the Mexico consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Mexico consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Mexico's consumer electronics retail market?

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