



# Home Improvement in Mexico

May 2024

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Home improvement posts robust value growth, in line with growth in the construction market

Strong presence of both local and international players

Desire for convenience is changing trends in floor covering

#### PROSPECTS AND OPPORTUNITIES

Decorative paints forecast to see growth due to nearshoring of paint players

Growing focus on sustainability across home improvement

Consumers' reliance on installation services to constrain growth of retail e-commerce, but some categories to continue to benefit

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