Description:

Electrical and electronics segment accounted for 6.9% of total retail sales in 2014. Electricals and electronic equipment sales totaled MXN283 billion in 2014 and are expected to reach MXN392 billion by 2019, growing at a CAGR of 6.7% during the forecast period. Stable economic conditions, increasing disposable income, and increasing consumer confidence helped the growth of sales in the electrical and electronics market in the country. Electrical and electronics specialists will remain the predominant channel for sales in this particular category, while online sales are on a high growth path in the country. The sector is producing favorable growth, primarily due to an elevated push from the demand and supply sides.

Key Findings

- Electrical and electronics sector is expected to grow at a CAGR of 6.7% during 2014-2019
- Online channel is gaining rapid adoption among consumers and sales through the channel are expected to grow at a CAGR of 20.1% over the next five years
- Communications equipment contributed 32.2% towards the electrical and electronics category group, generated MXN91.2 billion sales in 2014
- Household appliances will continue to be the fastest growing product category over the forecast period
- Electrical and electronics specialists will remain the major channel for sales having accounted for 63.9% of the sales in the category

Synopsis

“Electrical and Electronics Retailing in Mexico - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting electrical and electronics retail dynamics for communication equipment, computer hardware and software, consumer electronics, household appliances, photographic equipment from 2009 to 2019
- The report further covers the sales of electrical and electronics products through the following channels from 2009 to 2019: Electrical and electronics specialists; online; hypermarkets, supermarkets and hard-discounters; music, video, book, stationery and entertainment software specialists; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers and convenience Stores (including independents) and gas stations
- An overview of key electrical and electronics retailers operating across the product segment and their presence across channels

Reasons To Buy

- Gain a comprehensive knowledge on electrical and electronics sector in Mexican retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in electrical and electronics category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including communications equipment, computer hardware and software, consumer electronics, household appliances and photographic equipment in the market, with insights on performance across key channels from 2009, with forecasts until 2019.

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the electrical and electronics market.

- Analysis of key international and domestic players operating in the electrical and electronics market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

Contents:

1 Introduction
   1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
   3.1 A steadily growing economy with opportunities for retailers
      3.1.1 A modest recovery in the economy, indicates a gradual improvement in retail spending
      3.1.2 Declining savings rate shows a revival in retail consumption
      3.1.3 Service remains the dominant sector for employment
      3.1.4 Improving labor market set to drive retail spending
      3.1.5 A stable and low inflation level may influence retail sales growth
      3.1.6 Household consumption expenditure is set to grow with a rise in middle-income households
      3.2 Swelling workforce and social upliftment in the economy will favor retail market
4 Mexican Shoppers
   4.1 Demand for healthy food on a rise with increasing concerns over obesity
   4.2 Luxury market continues to perform well with low tariffs and improving credit facilities
   4.3 Working women and middle income households driving retail sales
   4.4 Cash on delivery is the most preferred payment option among consumers
   4.5 Increasing inbound tourists offering growth opportunities in retail sector
5 Doing Business in Mexico
   5.1 Summary
      5.1.1 Bureaucracy
      5.1.2 Business culture
      5.1.3 Geography
      5.1.4 Infrastructure and logistics
      5.2 The North American Free Trade (NAFTA) Agreement:
      5.3 Key taxation policies
      5.4 Renewed guidelines for the labelling of processed packed foods
      5.5 Products need to be NOM certified prior importing into Mexico
6 Retail - Product Sectors
   6.1 Product Sector Analysis
      6.1.1 Electrical and Electronics
      6.2 Electrical and Electronics Category Overview
      6.2.1 Electrical and Electronics by Channel
      6.2.2 Electrical and Electronics by Category
      6.3 Electrical and Electronics Category Analysis
         6.3.1 Communications Equipment
         6.3.2 Computer Hardware and Software
         6.3.3 Consumer Electronics
         6.3.4 Household Appliances
         6.3.5 Photographic Equipment
      6.4 Major Retailers
         6.4.1 Electrical and Electronics
    7 Appendix
    7.1 Definitions
      7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
      7.2 Summary Methodology
         7.2.1 Overview
         7.2.2 The triangulated market sizing method
         7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Figures

Figure 1: GDP Values (Current US$) billion, 2008-2014
Figure 2: Growth Rate of GDP (Constant US$), 2008-2014
Figure 3: GDP Value and Growth (MXN billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (MXN billion, %), 2014-2019
Figure 5: Personal Savings (%), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate (%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Mexico (MXN Billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ Billion), 2014
Figure 11: Growth of Household Consumption Expenditure (%), 2004-2014
Figure 12: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 13: Population Split by Gender (%), 2014 and 2019E
Figure 14: Population Split by Age Group (%), 2014 and 2019E
Figure 15: Per Capita Spend on Retail (MXN), 2006 and 2014
Figure 16: Per Capita Spend (MXN) on Retail by Age Group (%), 2006 and 2014
Figure 17: Rural and Urban Populations (% of total population) 2004, 2014 and 2019E
Figure 18: Favorable Demographic Structure of Mexico
Figure 19: Online Payment Methods in Mexico
Figure 20: Number of international arrivals to Mexico (Thousands), 2009 and 2014
Figure 21: Major Cities with High Spend on Retail
Figure 22: Doing Business in Mexico
Figure 23: Share of Electrical and Electronics in overall Retail 2014 and 2019
Figure 24: Retail Sales Value and Growth (MXN billion, %) of Electrical and Electronics 2014-2019
Figure 25: Spend-per-Head on Electrical and Electronics 2014 and 2019
Figure 26: Online Spend in Electrical and Electronics 2014-2019
Figure 27: Online Share of total Electrical and Electronics Spend 2014 and 2019
Figure 28: Spending per Channel in Electrical and Electronics (%) 2014 and 2019
Figure 29: Mexico Electrical and Electronics Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 30: Mexico Electrical and Electronics Retail Market Dynamics, by Channel Group, 2009-2019
Figure 31: Mexico Electrical and Electronics Retail Sales and Forecast (MXN mn), by Category 2009-2019
Figure 32: Mexico Electrical and Electronics Retail Market Dynamics, by Category 2009-2019
Figure 33: Mexico Communications Equipment Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 34: Mexico Computer Hardware and Software Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 35: Mexico Consumer Electronics Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 36: Mexico Household Appliances Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 37: Mexico Photographic Equipment Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 38: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Mexico Electrical and Electronics Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 2: Mexico Electrical and Electronics Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 3: Mexico Electrical and Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: Mexico Electrical and Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: Mexico Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Mexico Electrical and Electronics Retail Sales (MXN mn), by Category, 2009-2019
Table 7: Mexico Electrical and Electronics Retail Sales Forecast (MXN mn), by Category 2014-2019
Table 8: Mexico Electrical and Electronics Retail Sales Forecast (US$ mn), by Category 2009-2014
Table 9: Mexico Electrical and Electronics Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 10: Mexico Electrical and Electronics Retail Segmentation (% value), by Category, 2009-2019
Table 11: Mexico Communications Equipment Retail Sales (MXN mn), by Channel Group 2009-2014
Table 12: Mexico Communications Equipment Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
| Table 13: Mexico Communications Equipment Retail Sales (US$ mn), by Channel Group 2009-2014 |
| Table 14: Mexico Communications Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 15: Mexico Communications Equipment Retail Sales by Channel Group, 2009-2019 |
| Table 16: Mexico Computer Hardware and Software Retail Sales (MXN mn), by Channel Group, 2009-2014 |
| Table 17: Mexico Computer Hardware and Software Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019 |
| Table 18: Mexico Computer Hardware and Software Retail Sales (US$ mn), by Channel Group, 2009-2014 |
| Table 19: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 20: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 21: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 22: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 23: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 24: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 25: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 26: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 27: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 28: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 29: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 30: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 31: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 32: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 33: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 34: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 35: Mexico Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019 |
| Table 36: Key Electrical and Electronics Retailers in Mexico |
| Table 37: Mexico Exchange Rate MXN-US$ (Annual Average), 2009-2014 |
| Table 38: Mexico Exchange Rate MXN-US$ (Annual Average), 2015-2019 |
| Table 39: Retail Channel Definitions |
| Table 40: Retail Category Definitions |

Ordering: 
Order Online - [http://www.researchandmarkets.com/reports/3442319/](http://www.researchandmarkets.com/reports/3442319/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Electrical and Electronics Retailing in Mexico - Market Summary and Forecasts
Web Address: http://www.researchandmarkets.com/reports/3442319/
Office Code: SCH3XNCV

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 1250</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 3750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr Mr Mrs Dr Dr Miss Miss Ms Ms Prof Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World