Jewelry, Watches, and Accessories Retailing in Mexico - Market Summary and Forecasts

Description:
Summary
The sales of jewelry, watches, and accessories witnessed steady growth in 2014, to total MXN37 billion. Growing at a CAGR of 3.3% over the forecast period, sales are expected to reach MXN43.7 billion by 2019. Customer preferences for high quality products, novel designs, and increasing disposable income, are driving sales in the sector. Per capita spending on Jewelry, Watches, and Accessories will show growth of 2.2% over the next five years. A stable economy and fashion conscious consumers will continue to drive the sales of the category over 2014-2019.

Key Findings
- Jewelry, watches and accessories accounts for a small share (0.9%) of the total retail sales in Mexico
- Specialist retailers were the most preferred channel for customers, having accounted for 75.2% of jewelry, watches and accessories sales in 2014
- Over the forecast period, sales will be pushed by the demand for inexpensive, fashionable, and value for money products, especially from young consumers
- Sales through online channel stood at 0.6% of the total sales in the sector in 2014 and are expected to reach 1.2% by 2019

Synopsis
“Jewelry, Watches, and Accessories 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 jewelry, watches, and accessories retail dynamics from 2009 to 2019
- Sales of jewelry, watches, and accessories through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; other general and non-specialist direct retailers; duty free retailers
- An overview of key jewelry, watches, and accessories retailers operating across Mexico and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on jewelry, watches and accessories sector in the Mexican retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in jewelry, watches and accessories 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 jewelry, watches and accessories, 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 jewelry, watches and accessories market

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

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