Books, News, and Stationery Retailing in Mexico - Market Summary and Forecasts

Description:
Books, News and Stationery products market in Mexico accounts for a minor share of the overall retail market. The sector has been witnessing steady growth over the past few years and is expected to grow at a CAGR of 3.3% during 2014-2019 to reach MXN54 billion by 2019. Sustained demand for books and stationery products is expected to drive sales in the segment over the next five years. In line with global trends, the ongoing trend of online retailing will have a significant effect on the books, news, and stationery market. Over the forecast period, online spending is expected to grow at a CAGR of 21.9% during 2014-2019.

Key Findings
- Steady demand for books and stationery product to drive sales in the segment through 2019.
- Online retail channel to post healthy growth in the forecast period.
- Per capita spend on books, news and stationery products to grow at a CAGR of 2.2% over the forecast period to reach MXN409.7 by 2019.
- Advent of digital technology, increasing internet penetration, and increasing adoption of mobile devices is projected to pose a challenge to sales of books, news and stationery products.
- Specialist retailers accounted for 57.8% of the total sales in the segment in 2014.

Synopsis
"Books, News and Stationery 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 books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019.
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers.
- An overview of key books, news and stationery retailers operating across Mexico and their presence across distribution channels.

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery 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 books, news and stationery 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 printed media and stationery and cards, 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 books, news and stationery market

- Analysis of key international and domestic players operating in the books, news and stationery 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 Books, News, and Stationery
6.2 Books, News, and Stationery Category Overview
6.2.1 Books, News, and Stationery by Channel
6.2.2 Books, News, and Stationery by Category
6.3 Books, News, and Stationery Category Analysis
6.3.1 Printed Media
6.3.2 Stationery and Cards
6.4 Major Retailers
6.4.1 Books, News, and Stationery
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 Books, News, and Stationery in Total Retail 2014 and 2019
Figure 24: Retail Sales Value and Growth (MXN billion, %) of Books, News, and Stationery 2014-2019
Figure 25: Spend-per-Head on Books, News, and Stationery 2014 and 2019
Figure 26: Online Spend in Books, News, and Stationery 2014-2019
Figure 27: Online Share of total Books, News, and Stationery Spend 2014 and 2019
Figure 28: Spending per Channel in Books, News, and Stationery (%) 2014 and 2019
Figure 29: Mexico Books, News, and Stationery Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 30: Mexico Books, News, and Stationery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 31: Mexico Books, News, and Stationery Retail Sales and Forecast (MXN mn), by Category 2009-2019
Figure 32: Mexico Books, News, and Stationery Retail Market Dynamics, by Category 2009-2019
Figure 33: Mexico Printed Media Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 34: Mexico Stationery and Cards Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 35: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Mexico Books, News, and Stationery Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 2: Mexico Books, News, and Stationery Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 3: Mexico Books, News, and Stationery Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: Mexico Books, News, and Stationery Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: Mexico Books, News, and Stationery Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Mexico Books, News, and Stationery Retail Sales (MXN mn), by Category 2009-2014
Table 7: Mexico Books, News, and Stationery Retail Sales Forecast (MXN mn), by Category 2014-2019
Table 8: Mexico Books, News, and Stationery Retail Sales (US$ mn), by Category 2009-2014
Table 9: Mexico Books, News, and Stationery Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 10: Mexico Books, News, and Stationery Retail Segmentation (% value), by Category, 2009-2019
Table 11: Mexico Printed Media Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 12: Mexico Printed Media Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 13: Mexico Printed Media Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: Mexico Printed Media Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: Mexico Printed Media Retail Segmentation, by Channel Group, 2009-2019
Table 16: Mexico Stationery and Cards Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 17: Mexico Stationery and Cards Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 18: Mexico Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2009-2014
Table 19: Mexico Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 20: Mexico Stationery and Cards Retail Segmentation, by Channel Group, 2009-2019
Table 21: Key Books, News, and Stationery Retailers in Mexico
Table 22: Mexico Exchange Rate MXN-US$ (Annual Average), 2009-2014
Table 23: Mexico Exchange Rate MXN-US$ (Annual Average), 2015-2019
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions
Ordering:

Order Online - http://www.researchandmarkets.com/reports/3442328/

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:  Books, News, and Stationery Retailing in Mexico - Market Summary and Forecasts
Web Address:  http://www.researchandmarkets.com/reports/3442328/
Office Code:  SCH3S2XV

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

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

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  Mrs  Dr  Miss  Ms  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