Description:

Summary
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

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