

doc  
CA1  
EA612  
97T53  
ENG

R K E T S U M M A R Y - M E X I C O

# Tools and Hardware



## THE OPPORTUNITY

The Mexican consumer market for tools and hardware offers important opportunities for Canadian suppliers.

- Consumer tools and hardware are used mostly by homeowners seeking to improve or modify their homes.
- Mexico has a desperate shortage of housing and, for many families, renovations are perceived as an alternative to moving to a new home.
- Although do-it-yourself (DIY) methods do not have a tradition in Mexico, products that can be used by untrained individuals are rapidly growing in popularity.
- Small Mexican contractors are using the new generation of DIY retail stores to supply themselves with tools and hardware.
- Although American manufacturers and retailers dominate the DIY market, there are many potential opportunities for Canadian suppliers.

## THE DO-IT-YOURSELF BOOM

Owner-built housing has always been important in Mexico. About half of all new homes are construc-

ted by the "informal" housing sector. Usually the owner does most of the work, with help from small unregistered contractors. Typically, owner-built homes are constructed without access to formal financing and often without title to the land. The other half of Mexican homes are built by construction companies either through government-assisted programs for low-income housing or for direct sale to middle- and upper-income buyers.

Historically, the consumer market for tools and hardware has been limited by the fact that owner-built homes in the informal sector are very basic. Homes are built a little at a time, using traditional masonry construction, very basic materials and little finishing. Products that feature convenience, speed or improved accuracy find little demand in this sector.

The market for tools and materials used in home improvement products has also been relatively small in the formal sector. Traditionally, small contractors have done most of this work. Until recently, it was unusual for middle-class Mexicans to undertake their own renovation projects. There is a long-standing cultural attitude that people of substance do not do the job of *mil usos*, the

## SUMMARY REPORT

This market information on Mexican tools and hardware has been produced and published by Prospectus Inc. under contract with DFAIT, along with other market profiles and summaries on business opportunities in Mexico. It is available from:

**InfoCentre**  
 Tel.: 1-800-267-8376 or (613) 944-4000  
 Fax: (613) 996-9709  
 FaxLink\*: (613) 944-4500  
 InfoCentre Bulletin Board (IBB): 1-800-628-1581 or (613) 944-1581  
 Internet: <http://www.dfait-maeci.gc.ca>

\*FaxLink is a faxback system which provides summaries on a range of Mexican markets. It must be contacted through your fax machine. Dial from your fax phone and follow the voice prompt instructions.

The market profiles are available in electronic form from the IBB and in hard copy at a cost of \$10.00 plus shipping and applicable taxes, from Prospectus Inc. Please contact:

Prospectus Inc. Order Department  
Tel.: (613) 231-2727  
Fax: (613) 237-7666

© Minister of Supply and Services, February 1997

Cat. No. E73-9/68-1996-1E  
ISBN 0-662-25213-6

Disponible en français.

SPONSORED BY

Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international

