

GROWTH OF PET CONSUMPTION TONNES

Sector	1995	2000*
Soft drinks	126,000	392,000
Edible oils	27,000	92,000
Bottled water	9,000	18,000
Food packages	28,000	37,000
Alcoholic beverages	12,000	14,000
Others	55,000	65,000
Total	257,000	618,000

Note: Others include coffee, juice, liquid detergent, pharmaceuticals, toiletries.
* projected

Source: Interviews.

DO-IT-YOURSELF HOME IMPROVEMENT PRODUCTS

The do-it-yourself (DIY) culture has yet to take root in Mexico, as it has in Canada and the United States. This has an implication for new home improvement products, many of which are made from plastics. Skilled labour is relatively cheap and most Mexicans lack the skills to do home projects on their own.

Retailers believe that the market for DIY products has a promising future, although it may take ten years to develop. The economic crisis has forced more consumers to consider doing their own home repairs and renovations. Mexican consumers are impressed with the large array of DIY products, and tend to be lured by the convenience of having many products under one roof. Visiting the store provides what is often the only opportunity to learn about new products.

Industry experts say that the lack of customer skills is still an obstacle and that this is a good time to educate the public about DIY products. Most retailers offer workshops and even write their own instruction manuals. Interestingly, self-employed casual workers make up the largest proportion of the workshop participants. They contract with homeowners for projects and then bring their customers to the store to make the purchases.

DIY products aimed directly at consumers should be simple to use, and include detailed instructions in Spanish.