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# Giftware Products



## THE OPPORTUNITY

The Mexican market for giftware products offers interesting opportunities for some Canadian manufacturers.

- Mexicans exchange gifts extensively and some of their gift-giving occasions are not traditional in Canada.
- Almost half of Mexico's population of almost 100 million are under 20, creating a large market for toys.
- Although low-cost domestic products and imports from Asia dominate the market, there are niche markets for some higher-priced, imported items.
- The best prospects are for items that are uniquely Canadian, which have been packaged for the up-scale market segments.

## MEXICO'S GIFT-GIVING TRADITION

Mexicans love to give and receive presents. The family is paramount in the Mexican culture and exchanges of gifts reinforce this value. Even in business relationships, it is normal to establish a personal friendship first, before seriously discussing

commercial issues. Exchanges of gifts are often part of that process. It is customary, for example to bring a small gift when invited to a business associate's home for dinner. Gifts are exchanged on all the occasions that they are in Canada, including birthdays, anniversaries, religious holidays and weddings. A high proportion of Mexicans are Catholic, so religious occasions and associated gift giving are especially important. Giving gifts is also part of the indigenous tradition of paying tribute to someone.

Mexicans exchange gifts on two occasions that are not generally observed in Canada. *Día de los Reyes*, Epiphany, which is celebrated on the evening of January 5, features a second round of gifts for children following Christmas. *Día de tu Santo*, literally "your saint's day" honours the saint after whom a person is named. There are also saints' days allocated to occupations and professions. Small gifts, and sometimes cash, are considered appropriate on these days.

The type of gift depends on the nature of the occasion. Expensive gifts are reserved mainly for birthdays and Christmas within families. Popular items range from jewellery and apparel for adults, to toys and

## SUMMARY REPORT

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March 1997

Cat. No. E73-9/63-1996-1E  
ISBN 0-662-25206-3

Disponible en français.

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