




Lumina
make it brighter

The consumer of Christmas decorations in Mexico.

"It's just like magic. I don't know if it's the cold, or that it gets dark earlier, but... it's like everything shines more beautifully at Christmas, there is a certain magic in the air."

Ana, 37 y/o. Mexico City



Who did we investigate?

Market study data sheet:

Quantitative:  OFFERWISE

Number of questionnaires: **300**

Survey type: **digital**

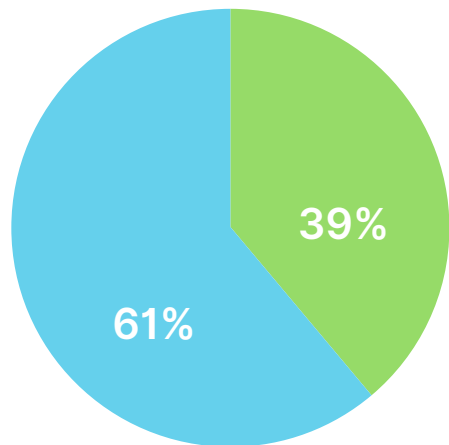
Error range: **3.5%**

Qualitative:  REACTOR DE MERCADOS



2 focus groups:

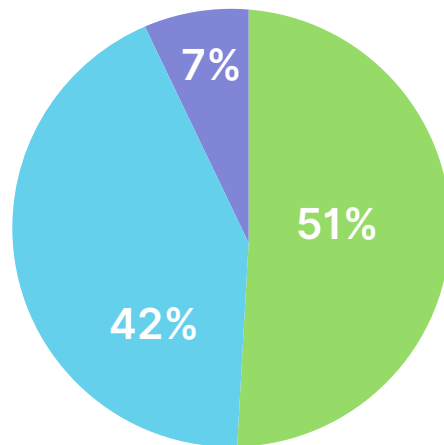
A. Mexico City

B. Monterrey



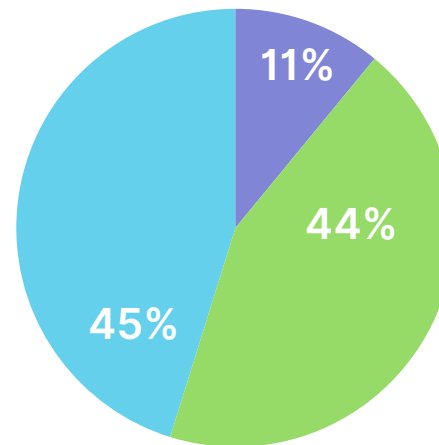
Gender

 Women  Men



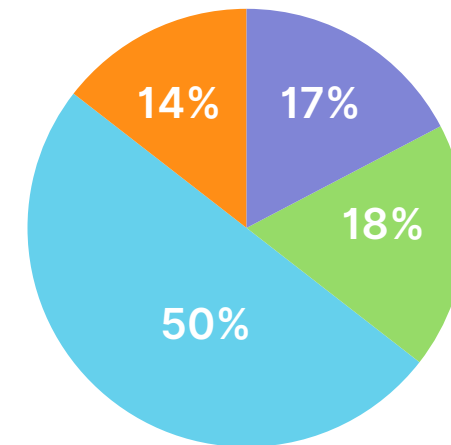
Age range

 25 - 35  36 - 50  50 +







Socioeconomic level

 Low  Medium  High



Geographical area

 North  South  Center  Bajio

Do Mexicans decorate?

81% of Mexicans celebrate Christmas.



65% decorate



70%

decorate a tree



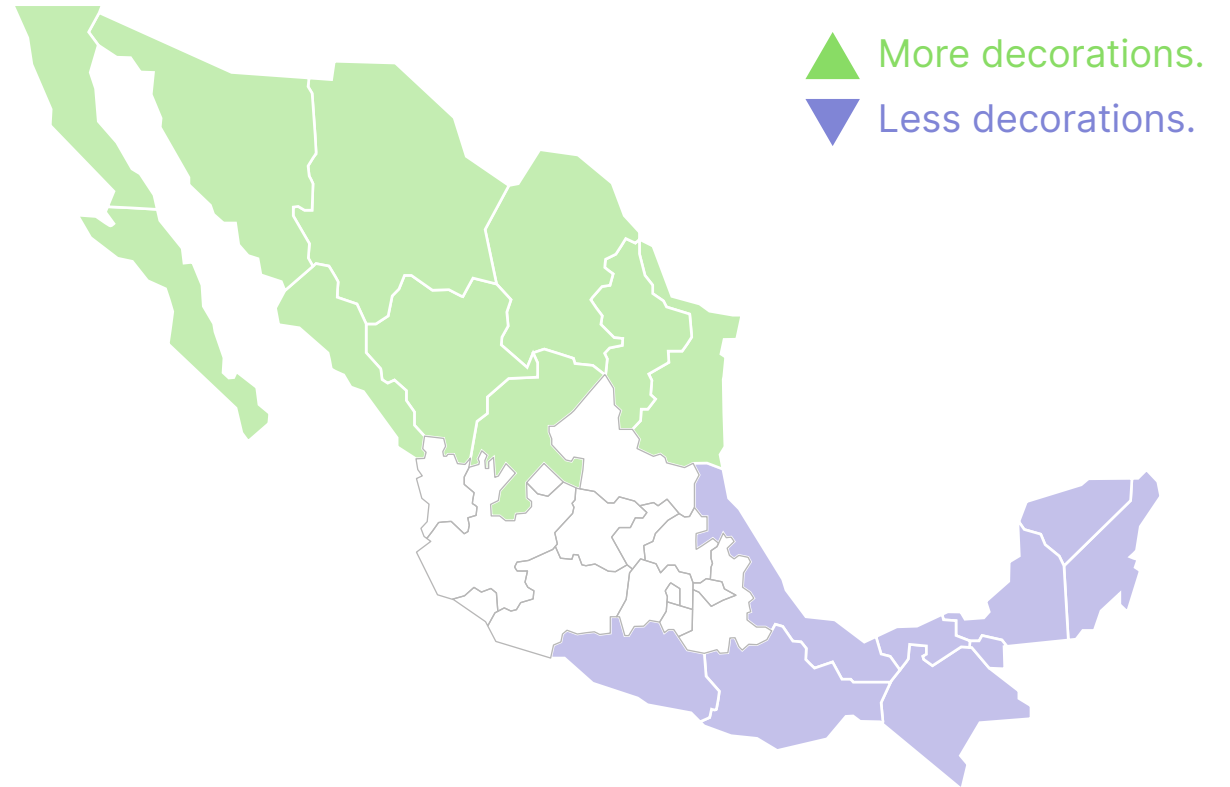
95%

decorate with, at least, one string of lights



75%

decorate at Halloween



* Young adults of a medium and high socioeconomic level decorate at Halloween.

Where do we buy Christmas lights?



Markets or street vendors.

69% of those who buy lights in supermarkets, also buy them in the market or with a street vendor.



Formal stores.

31% of supermarket and department customers only buy in formal stores.



e-commerce.

Very small niche 18%. Especially young men of high socioeconomic status living with their partner or friends (DINKs). Not relevant for women.



"We go to the supermarket every two weeks, and you know that by this time they are already have Christmas lights. It is part of our grocery shopping."

Miguel, 42 y/o. Monterrey



"The lights in the supermarket say 'Made in China', and the lights in the market also say 'Made in China'. In the end it is the same. You have to be on the look-out."

Lorena, 32 y/o. CDMX



"It gets nice, because you arrive and there are many families having fun. Then the cold and the smell of pine trees go very well. I buy my tree there and for me there are few things as Christmassy as street markets."

Itzel, 47 y/o. Monterrey

How much is spent on Christmas lights?

The Mexican client invests an average of **\$1,600** a year in Christmas decorations and allocates **44%** of the cost to lights.



Consumers in the south of the country allocate more than half of their budget for lights.



82% will spend an amount similar or less than that of the previous year to buy their decorations.



The low socioeconomic level will **reduce** its consumption considerably due to the economic crisis.



96% do compare prices between stores.



Consumers do not remember the price correctly, estimating on average **\$12** for an LED 100 and a standard deviation of **\$9**.



Does the geographic area influence how they shop?

North.

- A more "American" Christmas with Santa Claus and toys.
- The gardens and facades are decorated more, since they live in houses and not in apartments.

Center.

- Christmas is associated with posadas, piñatas, punch and bonfires, a nativity scene and waiting for the wise men.
- They like more to go to the informal market. They identify the markets and the city center as the best places to shop.

South.

- They buy more lights in proportion to their decoration budget but they spend less in total in decorations.



"Here we don't do posadas or anything like that. We are more about going to the mall and taking pictures with Santa Claus. Reindeer, snow, sledding, eating turkey with gravy ... that's Christmas for us, here."

**Yuitzin, 52 y/o.
Monterrey**

Does our gender influence how we shop?



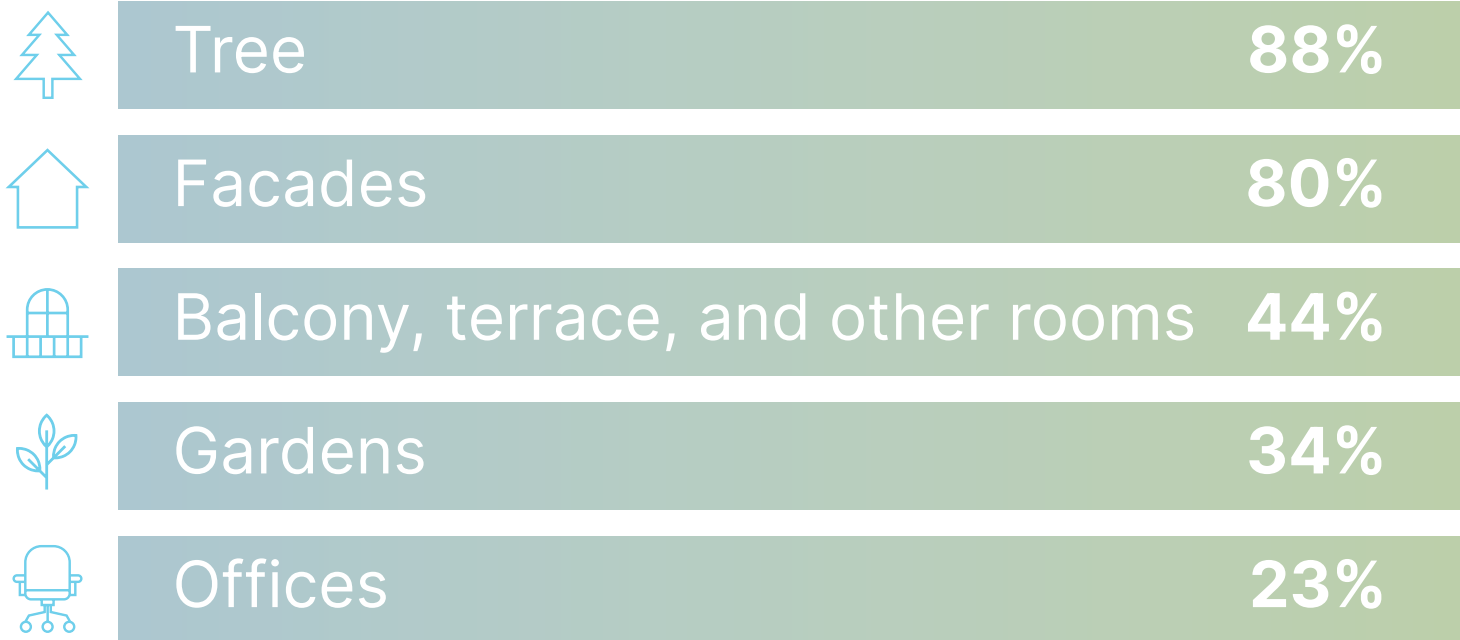
- **75%** of decoration purchase decisions are made by women, particularly when they live with their families.
- They make **68% of purchases**.
- **Impulse purchases** of lights is more accentuated in women.
- For women **the price** is more important.



- Men and young adults plan the purchase more in advance.
- Men are willing to invest **20%** more in decoration than women.
- They have a greater say in garden decoration.

What is decorated in Mexico?

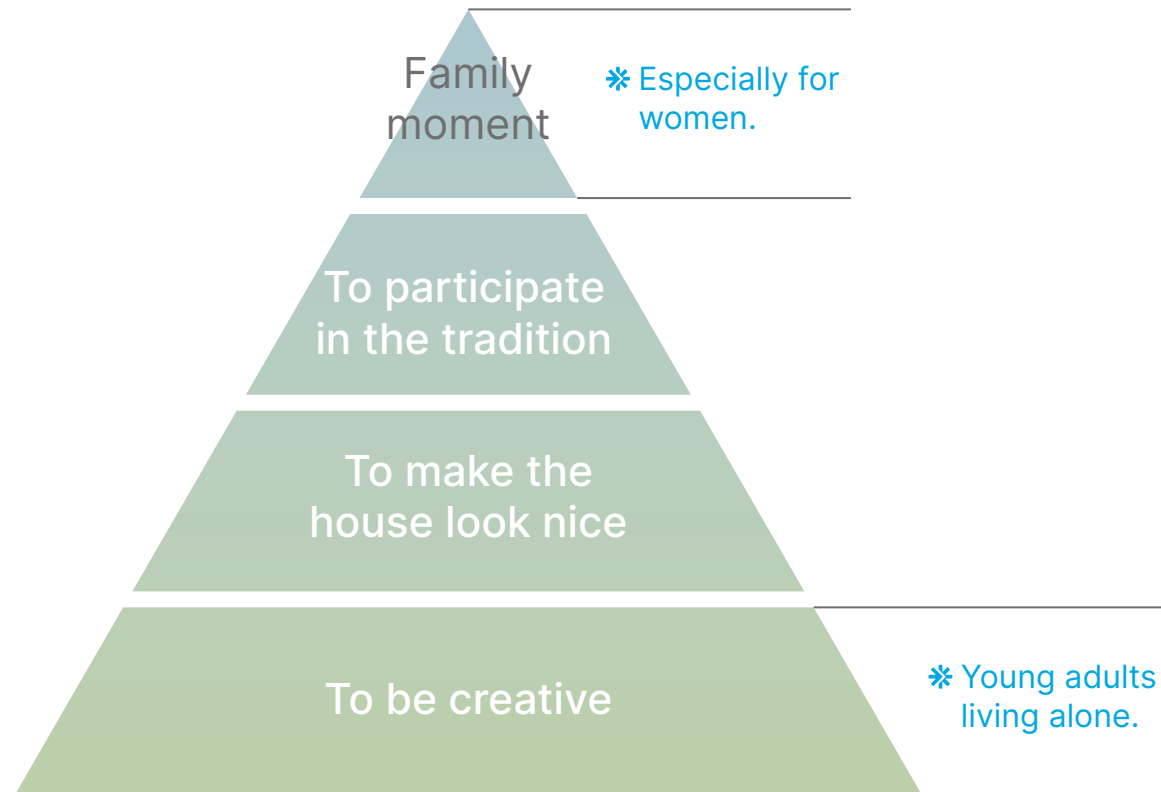
The use of projectors and stakes is strongly related to the socioeconomic level and to having a garden. In addition to series, nets and hoses are the most desired items.



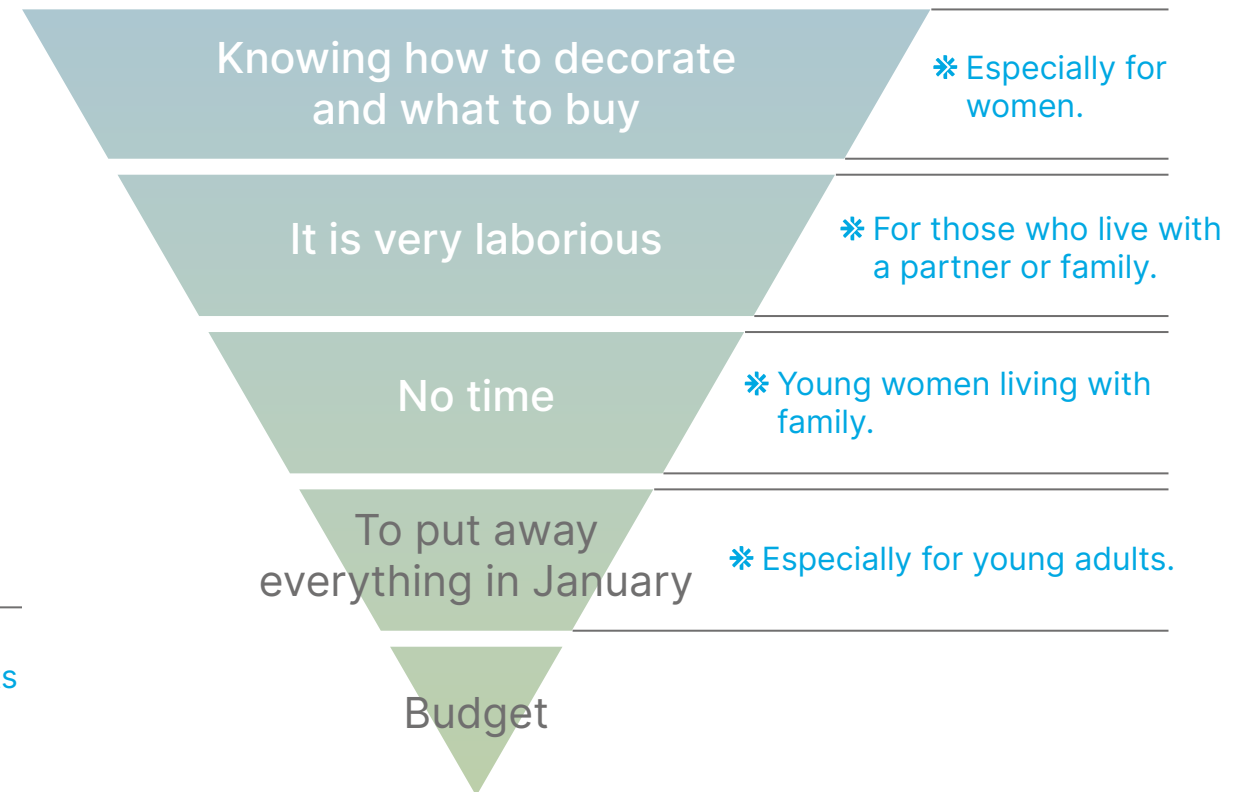
* Men of high socioeconomic levels are the ones who decorate their gardens the most.

Why do we buy Christmas lights?

Motivators



Demotivators



What attributes do we value in Christmas lights?



Perceived as being of a **“good quality”** is by far the most important attribute in deciding to make the purchase.



The quality attributes that the consumer identifies the most are the **thickness of the cable** and **LED technology**.



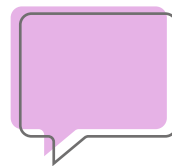
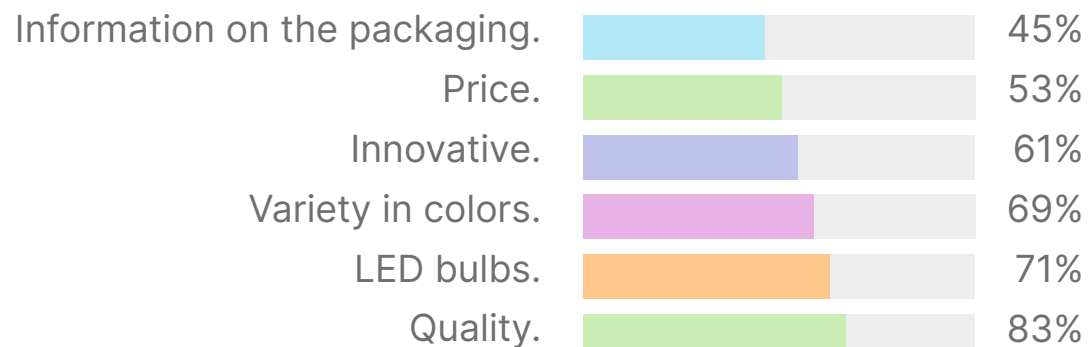
That there is innovation and a **wide variety of colors** is extremely important.



It is important that multiple strings can be **interconnected**.



For those who seek **innovation and quality**, price is less important.



“Christmas lights last a long time for me ... I don't remember when was the last time I changed them. I bought some good ones and I haven't had to change them.”

Roberto, 38 años. Monterrey

Which are the most wanted lights?

The most purchased series is the one with **100 bulbs**. However, the most desired average number of bulbs is 230. The higher the socioeconomic level, the greater the number of bulbs.

70% of customers correctly identify the **advantages of an LED series**. Men and low socioeconomic status identify them better.

The **advantages** identified of using LED strings are lower energy consumption and that they last longer.

What information is found useful on the packaging?

Very important

- *Length*
- *Number of bulbs*
- *Color of the light*

Important

- *Type of bulb*
- *Interior or exterior use*
- *With or without different functions*

Less important

- *En connector*
- *A good picture*
- *Usage tips*
- *Cable color*

The lights must shine a lot.



"They were amazed at all the sparkle and I think that put them in a better mood."

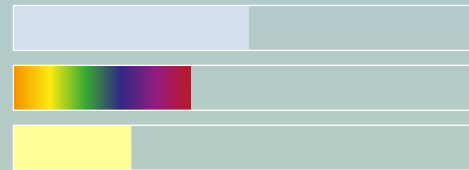
Tere, 55 y/o. CDMX



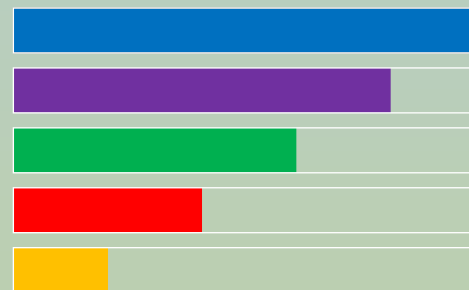
"The shine of the tree is the most important, I want it to dazzle."

Ramón, 41 y/o. Monterrey

Classic colors.



Other colors.



Consumer profile

On average the consumer discards their lights at 3.3 years.

Talk to them in terms of trends, color harmony, and creative expressions. The variety of colors, shapes and functions is what is most appreciated here.



"In my office I put a mini tree with those battery operated lights."

Creatives

They look for an opportunity to express themselves and experience new things in the decoration.



"I don't even keep the packaging of the lights, because every year I'm changing them. I like to experiment and change everything."

Soft User

Consumers who only decorate the basics.



Heavy User

Clients who decorate other areas in addition to their tree.



Tradicionalists

They understand Christmas decorations either as ritual or protocol.



"I swear that since I got married - more than 30 years ago - I have changed my decoration and tree 3 times, I am very attached to my Christmas things."

Talk to them about duration. Emphasize the warranty and offer practical solutions such as ease of storage for years to come.



"My husband and I bought a big house, our first year we put a tree in the yard. We buy a lot of lights plus we decorate the walls and window frames."