

# MEXICO RECORDED MUSIC 2005

**Snapshots**<sup>®</sup> Series

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## EXECUTIVE SUMMARY

**Market Size**

Mexican recorded music sales fell by -11.1% in value in 2004. Total sales for 2004 were Mx Peso 2,585.6 million.

**Market Segmentation**

CDs, representing 89.1% of the market by value, constituted the largest segment of the Mexican recorded music market in 2004.

**Market Shares**

In 2004, the largest Mexican recorded music company by value was Sony Mexico, with a 20.0% share of the market.

**Market Forecast**

In 2009, the Mexican recorded music market is forecast to decline to Mx Peso 1,780.0 million in value, representing a CAGR of -5.1% since 2005.

## CATEGORY DEFINITIONS

**Recorded Music**

The recorded music report covers albums and singles in all audio and music video formats. Market value is based on legitimate sales.

**m**

million

**Mx Peso**

Mexican Pesos

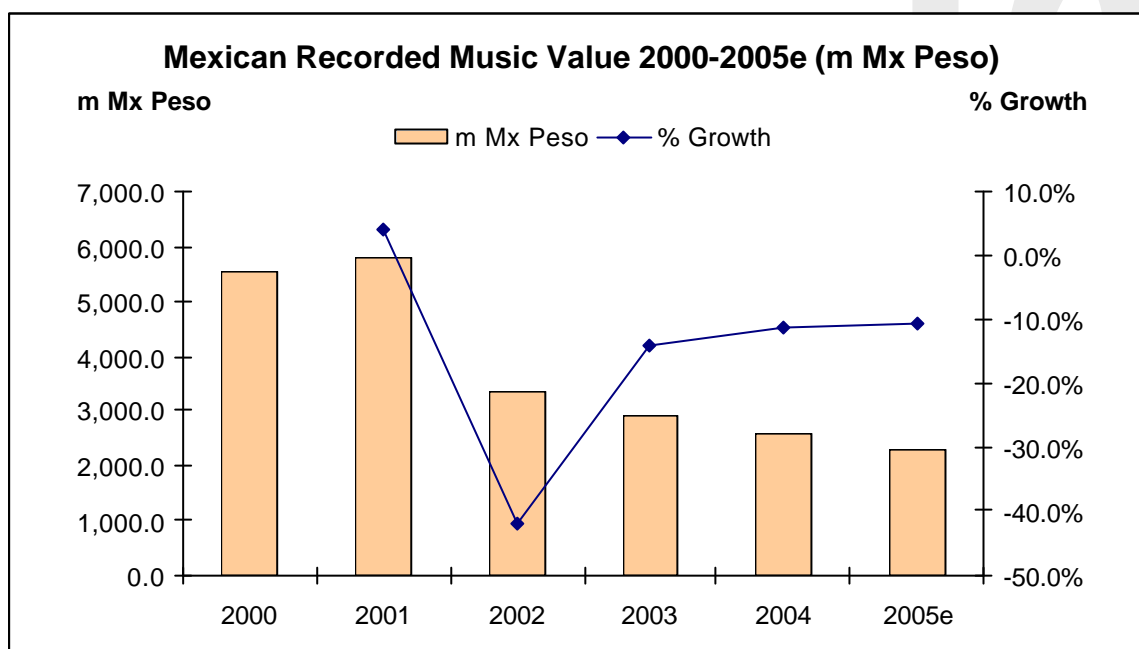
**US\$**

US Dollars

sample

## MARKET SIZE BY VALUE (2000-2004)

- Mexican recorded music sales fell by -11.1% in value in 2004. Total sales for 2004 were Mx Peso 2,585.6 million.
- Compound annual growth rate for the period 2000-2004 was -17.5%.
- The strongest growth was in 2001, with a rate of 4.1%.



Source: Instituto Mexicano de la Propiedad Industrial (IMPI), company information, Snapdata Research

**Table 1: Mexican Recorded Music Value 2000-2005e (m Mx Peso)**

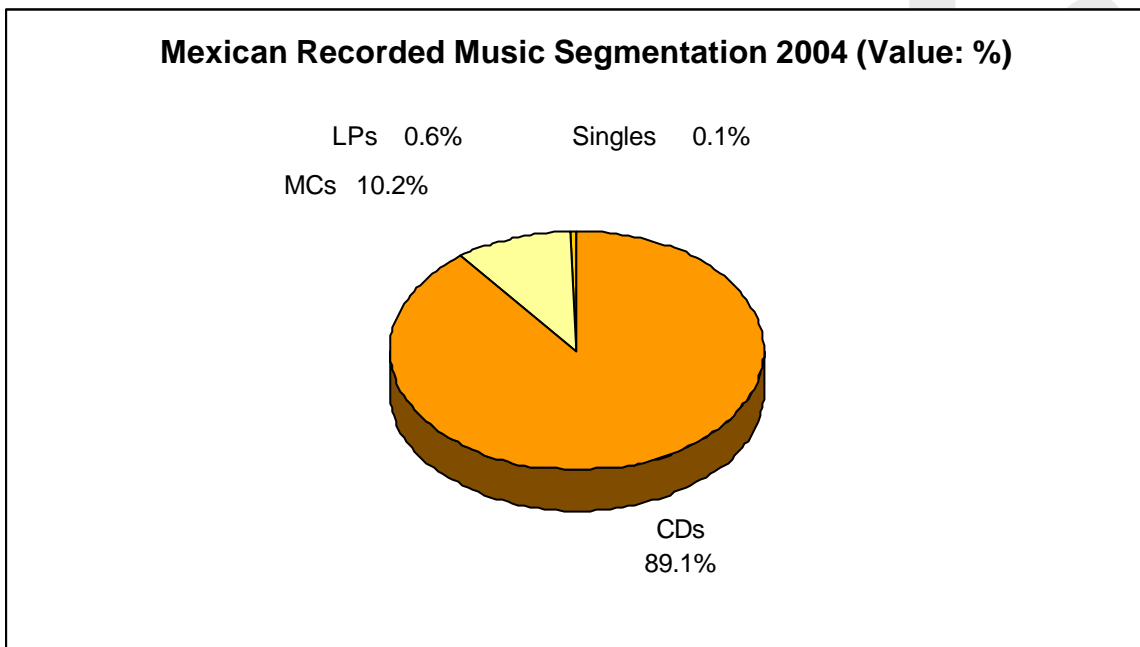
Year	m Mx Peso	% Growth	m US\$
2000	5,581.3		590.3
2001	5,812.5	4.1%	622.2
2002	3,379.2	-41.9%	350.0
2003	2,908.1	-13.9%	269.5
2004	2,585.6	-11.1%	231.2
2005e	2,308.6	-10.7%	206.5
<b>CAGR [2000-2004]</b>	<b>-17.5%</b>		

Source: Instituto Mexicano de la Propiedad Industrial (IMPI), company information, Snapdata Research

Market size is based on legitimate market size excluding CD-R pirate trade

## MARKET SEGMENTATION BY VALUE

- CDs, representing 89.1% of the market by value, constituted the largest segment of the Mexican recorded music market in 2004.



Source: Instituto Mexicano de la Propiedad Industrial (IMPI), Snapdata Research

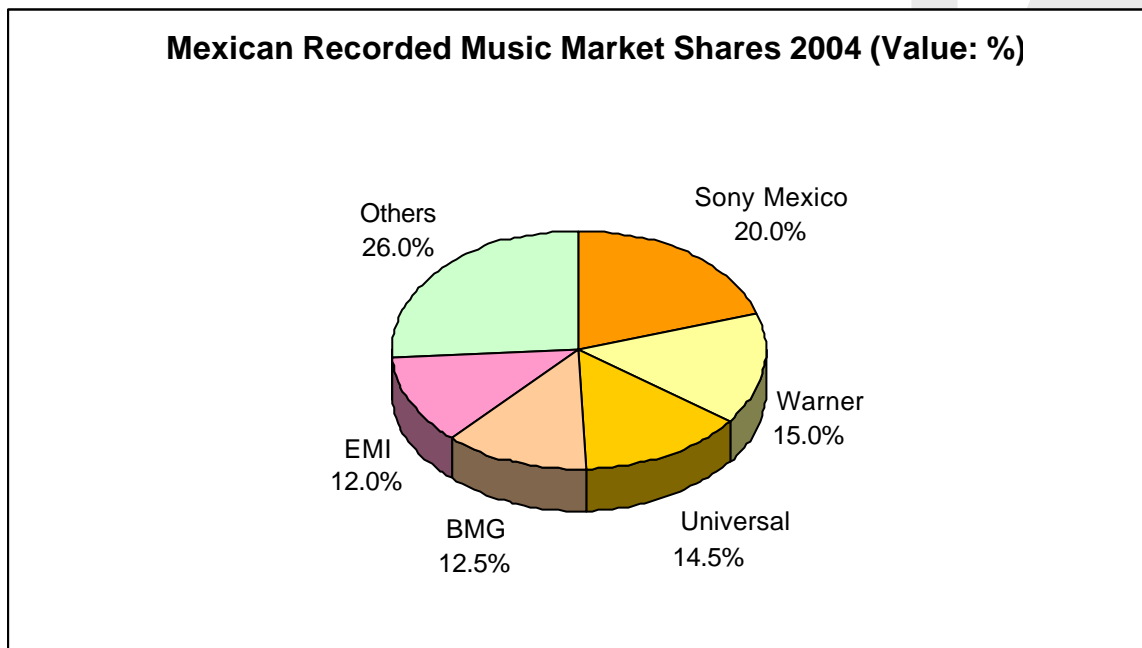
**Table 2: Mexican Recorded Music Segmentation 2004 (Value: %)**

Segment	% Share
CDs	89.1%
MCs	10.2%
LPs	0.6%
Singles	0.1%
<b>Total</b>	<b>100%</b>

Source: Instituto Mexicano de la Propiedad Industrial (IMPI), Snapdata Research

## MARKET SHARES BY VALUE

- In 2004, the largest Mexican recorded music company by value was Sony Mexico, with a 20.0% share of the market.
- The two main players were Sony Mexico and Warner. They accounted for 35.0% of the market by value.



Source: company information, Snapdata Research

**Table 3: Mexican Recorded Music Market Shares 2004 (Value: % Share)**

Company	2004 % Share
Sony Mexico	20.0%
Warner	15.0%
Universal	14.5%
BMG	12.5%
EMI	12.0%
Fonovisa	6.0%
Others	20.0%
<b>Total</b>	<b>100%</b>

Source: company information, Snapdata Research

## COMPANY WEBSITES (MAIN PLAYERS)

**Universal**

<http://www.universal.com.mx>

**Sony Mexico**

<http://www.sonymusic.com.mx>

**BMG**

<http://www.bmgmusicservice.com>

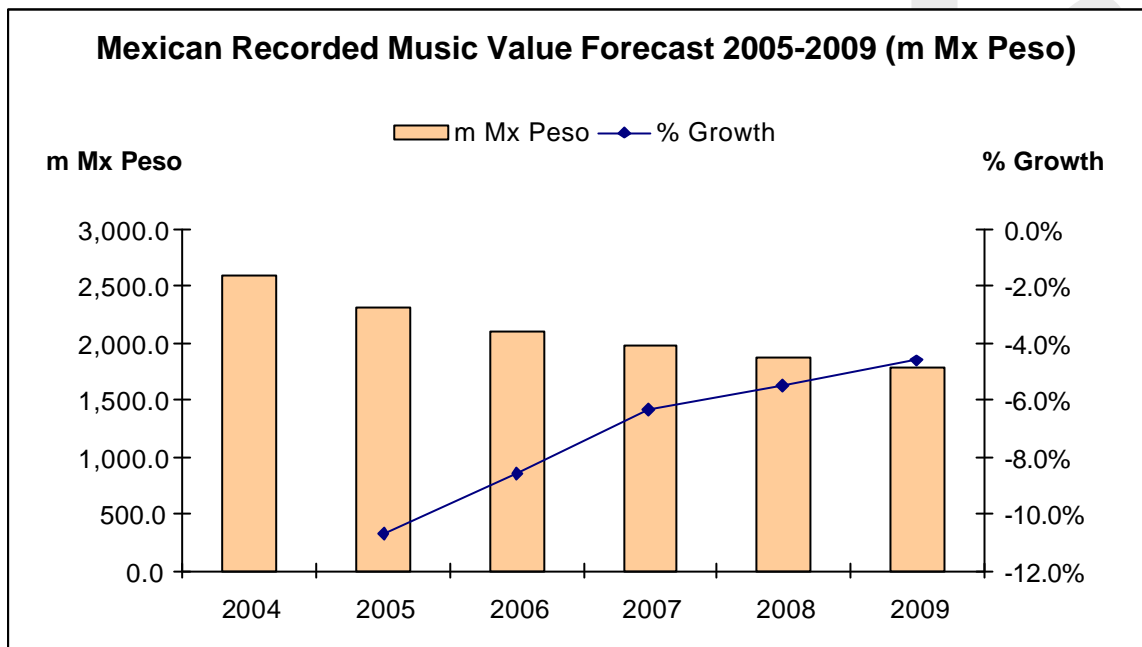
**Warner**

<http://www.aoltimewarner.com>

sample

## MARKET FORECAST BY VALUE (2005-2009)

- In 2009, the Mexican recorded music market is forecast to decline to Mx Peso 1,780.0 million in value, representing a CAGR of -5.1% since 2005.



Source: Snapdata Research

**Table 4: Mexican Recorded Music Value Forecast 2005-2009 (m Mx Peso)**

Year	m Mx Peso	% Growth
2005	2,308.6	-10.7%
2006	2,109.0	-8.6%
2007	1,975.0	-6.4%
2008	1,866.0	-5.5%
2009	1,780.0	-4.6%
<b>CAGR [2005-2009]</b>	<b>-5.1%</b>	

Source: Snapdata Research

Snapdata Research market forecasts are based on statistical forecasting techniques, using historical data supplemented with qualitative parameters such as industry expectation and opinion, and socio-economic drivers. Some fast-moving markets are more difficult to predict accurately due to their volatility. Your attention is drawn to the notes at the end of this report regarding data accuracy.

## SOCIO-ECONOMIC DATA FOR MEXICO

**Table 5: Mexico Size of Population 2000-2004 (Pop m)**

Year	Pop m	Growth %
2000	98.9	1.5%
2001	100.4	1.5%
2002	101.8	1.4%
2003	103.3	1.5%
2004	104.7	1.4%

**Table 6: Mexico Nominal GDP, at current market prices 2000-2004 (US\$ bn)**

Year	US\$ bn	Growth %
2000	481	
2001	581	20.8%
2002	624	7.4%
2003	637	2.1%
2004	594	-6.8%

**Table 7: Mexico Consumer Price Index (% change) 2000-2004**

Year	Rate %
2000	16.6
2001	9.5
2002	6.4
2003	5.0
2004	4.6

**Table 8: Mexico Exchange Rate 2000-2004 (Mx Peso/US\$)**

Year	Mx Peso/US\$
2000	9.56
2001	9.46
2002	9.34
2003	9.66
2004	11.00

Source: Economist Intelligence Unit

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## SOURCES FOR FURTHER RESEARCH

**Instituto Mexicano de la Propiedad Industrial (IMPI)**

Periferico Sur Nro 3106, piso 7, Col Jardines del Pedregal, 01900 Mexico DF

Tel: +52 55 5624 0400

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Web: <http://www.impi.gob.mx/>**Related Snapshots Series reports available from Snapshots International:**

Report:	SIC Code:	Report DOI:
UK Recorded Music 2005	3652	<a href="http://dx.doi.org/10.1337/uk220674">http://dx.doi.org/10.1337/uk220674</a>
US Recorded Music 2005	3652	<a href="http://dx.doi.org/10.1337/us221124">http://dx.doi.org/10.1337/us221124</a>

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