MI LATAM

Board games in Mexico

Free summary · Edition 1.0

Free summary

Compare the same product, edition and perimeter before choosing among creation, licensing/localisation, import, distribution/intermediation and retail. The study connects public conditions with cash and sourcing decisions; it does not establish a national market size or forecast returns.

Three useful decisions

For a need of 12 chess sets, choosing a 96-unit case adds MXN 3,996 and 84 units. The published lower unit price is not a saving for a 12-unit need. VAT, delivery, model and availability must be checked. [N01]

A 500-deck industrial run commits MXN 10,600 more than 300 under one published 54-card PVC configuration. A lower unit price does not establish sufficient sales, physical quality or an all-in game cost. [N05]

Published replenishment minimums differ by channel: MXN 2,500 for an eligible physical shop versus MXN 10,000 for a digital store. These are access conditions, not a demonstrated resale margin. [N02]

What the full edition contains

Nine applications, six original figures, comparison of five routes, method and attributed sources; an offline Python 3 calculator with three editable fictional examples and a bilingual guide. Contribution and cash are shown separately.

Selective coverage; no interviews, purchases, physical tests or audited contracts. No guaranteed admission, saving, licence or return.

Sources for the findings

https://www.juguetes.org.mx/juegos-de-mesa.html

https://www.barajas.com.mx/

https://www.mayoreodidactico.mx/distribuidores/

Selective retrieval 13–14 October 2026. Original calculations and interpretation, without source endorsement. Terms and limitations appear in the complete report.