

Dishwashers in Mexico

Market Direction | 2022-12-19 | 35 pages | Euromonitor

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Report description:

Dishwashers is a small niche in Mexico with low household penetration. Most consumers either are unable to afford dishwashers or they do not see the benefit of owning one, with most consumers washing dishes by hand. Even wealthier households have limited interest in dishwashers, with these consumers instead often employing maids to carry out their chores, including washing the dishes. The COVID-19 pandemic had little influence on this with sales of dishwashers continuing to grow at a steady pace...

Euromonitor International's Dishwashers in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Dishwashers, Freestanding Dishwashers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dishwashers market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Dishwashers in Mexico
Euromonitor International
December 2022

List Of Contents And Tables

DISHWASHERS IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Interest in dishwashers remains limited in 2022 despite steady growth

Rising cost of electricity has a limited impact on demand

Online advertising and communication strategies prove fruitful

PROSPECTS AND OPPORTUNITIES

Dishwashers unlikely to enter the mainstream despite stable growth projections

New product development and innovation likely to feature strongly

HiSense announces USD260 million investment in Mexico

CATEGORY DATA

Table 1 Sales of Dishwashers by Category: Volume 2017-2022

Table 2 Sales of Dishwashers by Category: Value 2017-2022

Table 3 Sales of Dishwashers by Category: % Volume Growth 2017-2022

Table 4 Sales of Dishwashers by Category: % Value Growth 2017-2022

Table 5 Sales of Dishwashers by Format: % Volume 2017-2022

Table 6 Sales of Dishwashers by Connected Appliances: % Volume 2018-2022

Table 7 NBO Company Shares of Dishwashers: % Volume 2018-2022

Table 8 LBN Brand Shares of Dishwashers: % Volume 2019-2022

Table 9 Distribution of Dishwashers by Format: % Volume 2017-2022

Table 10 □Production of Dishwashers: Total Volume 2017-2022

Table 11 □Forecast Sales of Dishwashers by Category: Volume 2022-2027

Table 12 □Forecast Sales of Dishwashers by Category: Value 2022-2027

Table 13 □Forecast Sales of Dishwashers by Category: % Volume Growth 2022-2027

Table 14 □Forecast Sales of Dishwashers by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN MEXICO

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 15 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 16 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 17 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 18 Sales of Consumer Appliances by Category: Value 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

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Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 24 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 25 □Sales of Small Appliances by Category: Volume 2017-2022
Table 26 □Sales of Small Appliances by Category: Value 2017-2022
Table 27 □Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 28 □Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 29 □NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 30 □LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 31 □NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 32 □LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 33 □Distribution of Major Appliances by Format: % Volume 2017-2022
Table 34 □Distribution of Small Appliances by Format: % Volume 2017-2022
Table 35 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 36 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 37 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 38 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 43 □Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 44 □Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 45 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 46 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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