

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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Rising cost of electricity has a limited impact on demand

Online advertising and communication strategies prove fruitful

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New product development and innovation likely to feature strongly

HiSense announces USD260 million investment in Mexico

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