

Microwaves in Mexico

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

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Report description:

Retail volume sales of microwaves declined for the first time in many years in 2020. The demand for microwaves had been robust prior to the pandemic, with the share of Mexican households with a microwave rising steadily. Convenience was the main driver of higher penetration, with a growing number of busy Mexican households, particularly families where both parents are in employment, cooking food in batches and then reheating it in portions as and when required. However, COVID-19 had a significant...

Euromonitor International's Microwaves 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 Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of microwaves bounce back as consumers value the convenience of these appliances

Profeco delivers the message that microwaves are safe

Energy efficiency a key claim in microwaves

PROSPECTS AND OPPORTUNITIES

More households likely to invest in microwaves as a convenient and affordable option

Competition likely to heat up as innovation comes to the fore

Limited change expected in the distribution landscape as general merchandise stores dominate

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