

Consumer Appliances in Mexico

Market Direction | 2023-12-20 | 126 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Mexico's consumer appliances sector has encountered significant challenges in 2023, though has managed to register positive growth overall in terms of volume sales. Yoelle Rojas, director of the Nuevo Leon Electrical Appliances Cluster (Clelac), anticipated that the year would be marked by the ongoing trend of nearshoring. The previous year witnessed substantial industry developments with announcements of new facilities and expansions by companies such as Hisense, Whirlpool, Bosch, and Danfoss.

Euromonitor International's Consumer Appliances 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- * Get a detailed picture of the Consumer Appliances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Appliances in Mexico Euromonitor International December 2023

List Of Contents And Tables

CONSUMER APPLIANCES IN MEXICO

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 [Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14

| Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 ∏LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 [LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 \square Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 [Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 ☐Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 [Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 [Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

 $\textbf{Table 25} \ {\small \square} \textbf{Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028 \\$

Table 26 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 | Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 [Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 ☐Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 ☐Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

Table 32 [Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

More time at home supports continued growth in 2023

Extreme weather and high inflation impact progress

Producers and consumers focus on energy-efficiency, while Mabe maintains leadership

PROSPECTS AND OPPORTUNITIES

Samsung's innovation presents competitive threat to Controladora Mabe

Innovation centres on energy-saving and smart connectivity

Discounts and promotions to remain key growth drivers as consumers remain highly price-sensitive

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 37 Sales of Freezers by Format: % Volume 2018-2023

Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 43

☐NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 44 ☐LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 46 ☐NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 47 □Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 48 ☐ Production of Refrigeration Appliances: Total Volume 2018-2023

Table 49 ∏Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 50 [Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 51 [Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 52 ∏Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Work-from-home trends support growth as consumers focus on domestic efficiency, with low penetration leaving room for further expansion

Cost-of-living crisis pushes consumers to budget-friendly options

Players increase promotional offers, while consumers remain concerned with saving energy

PROPSECTS AND OPPORTUNITIES

Persistent urbanisation and busier lifestyles to inform innovation

Technological advancements aim to encourage replacement purchases

Convenience, efficiency and connectivity as key growth drivers

CATEGORY DATA

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

Table 53 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 54 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 55 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 57 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 58 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 59 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 61 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 62 [LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 63 ∏Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 64
☐Production of Home Laundry Appliances: Total Volume 2018-2023

Table 65 ∏Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 66 ☐Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 67 ☐Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 68 | Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers slowly gains ground in 2023, driven partly by property development

Players continue to invest in e-commerce channel, as product portfolios show wider variety

Dishwashers pushed as eco-friendly alternative to manual washing

PROSPECTS AND OPPORTUNITIES

Low consumer interest will continue to curb growth, though potential remains for expansion

Hisense set to open the door to more favourably-priced options

Innovation will continue to drive progress in dishwashers

CATEGORY DATA

Table 69 Sales of Dishwashers by Category: Volume 2018-2023

Table 70 Sales of Dishwashers by Category: Value 2018-2023

Table 71 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 72 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 73 Sales of Dishwashers by Format: % Volume 2018-2023

Table 74 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 75 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 76 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 77 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 78 ☐ Production of Dishwashers: Total Volume 2018-2023

Table 79 ☐ Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 80 [Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 81 \square Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 82 [Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Centrality of home-life supports sales in large cooking appliances

Health and eco-friendly trends support demand and prompt innovation

Controladora Mabe holds on to number one spot in 2023 as players respond to increasingly sophisticated consumer demand

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

PROSPECTS AND OPPORTUNITIES

Persistent price sensitivity limits growth potential, with high-end innovation set to remain niche

Whirlpool presents challenge to Cotroladora Mabe's overall leadership as the pace of innovation steps up

Koblenz makes a grab for a larger slice of share

CATEGORY DATA

Table 83 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 84 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 85 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 87 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 88 Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 89 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 90 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 91 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 92

☐NBO Company Shares of Ovens: % Volume 2019-2023

Table 93 [NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 94

☐NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 95

☐NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 96 [NBO Company Shares of Cookers: % Volume 2019-2023

Table 97 ☐ Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 98 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 99 [Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 100 ∏Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 101 ☐Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 102 [Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of microwaves benefit from post-pandemic habits and ongoing growth in construction

Profeco works to reassure consumers about safety of microwave cooking

Energy efficiency and convenience remain key claims of new products

PROSPECTS AND OPPORTUNITIES

Convenience and affordability mean more households likely to opt for microwave purchases

Competition in microwaves set to heat up as players increase investment innovation

LG and Teka likely to gain share, while general merchandise stores will remain leading distribution channel for microwaves CATEGORY DATA

Table 103 Sales of Microwaves by Category: Volume 2018-2023

Table 104 Sales of Microwaves by Category: Value 2018-2023

Table 105 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 106 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 107 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 108 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 109 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 110 Distribution of Microwaves by Format: % Volume 2018-2023

Table 111 Production of Microwaves: Total Volume 2018-2023

Table 112 [Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 113 [Forecast Sales of Microwaves by Category: Value 2023-2028

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

Table 114 ☐Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 115 [Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category growth driven by persistent home cooking and baking trends, as well as urban development in 2023

Slow juicers continues to benefit from rising health and wellness trends

Government push for energy efficiency impacts innovation and marketing strategies

PROSPECTS AND OPPORTUNITIES

Positive growth forecast as consumers continue to focus on healthier eating habits

Greater investment and a focus on premiumisation anticipated for forecast period.

E-Commerce will continue to rise, benefitting from substantial investment

CATEGORY DATA

Table 116 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 117 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 118 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 119 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 120 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 121 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 122 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 123 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 124 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 125 [Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 126

Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home cooking and health trends support overall growth in 2023

Brands adapt to changing household dynamics, while consumers cook for money

E-Commerce sees further growth as brands increase investment in the channel

PROSPECTS AND OPPORTUNITIES

Positive growth forecast for overall category, with coffee machines proving particularly popular

New product development will remain key to boosting growth

Rising health conscious to shape demand and innovation

CATEGORY DATA

Table 127 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 128 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 129 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 130 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 131 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 132 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 133 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 134 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 135 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 136 | Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 137 ☐Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 138 [Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

VACUUM CLEANERS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth curbed by lack of consumer interest

Robotic vacuum cleaners keep on rising

Competition intensifies, encouraging a wider variety of more affordable products

PROSPECTS AND OPPORTUNITIES

Positive growth to continue, with wealthier consumers driving demand for smart cleaners

Investment and innovation in robotic vacuum cleaners expected to increase

Competition set to intensify as players woo consumers with advanced technology

CATEGORY DATA

Table 139 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 140 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 141 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 142 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 143 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 144 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 145 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 146 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 147 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 148 [Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 149 [Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 150 | Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care appliances sees continued growth in 2023

Social media influencers bolster interest in beauty routines at home, supporting sales

E-Commerce remains key channel for category expansion

PROSPECTS AND OPPORTUNITIES

Modest overall growth forecast for personal care appliances in Mexico

Innovation necessary for players to maintain competitive edge

New and smaller players hold potential for further category growth

CATEGORY DATA

Table 151 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 152 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 153 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 154 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 155 Sales of Body Shavers by Format: % Volume 2018-2023

Table 156 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 157 NBO Company Shares of Personal Care Appliances 2019-2023

Table 158 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 159 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 160 \square Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 161 ∏Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 162 ☐Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 163 [Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

AIR TREATMENT PRODUCTS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air treatment products records robust growth in 2023 despite broader economic challenges

Rising concern with energy costs and efficiency prompt greater interest in greener air conditioning units

Energy-saving innovations attract more consumers

PROSPECTS AND OPPORTUNITIES

Positive growth forecast as consumers grapple with climate change

Innovation to be informed by energy efficiency

Air purifiers set to benefit from heightened awareness of importance of clean air indoors

CATEGORY DATA

Table 164 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 165 Sales of Air Treatment Products by Category: Value 2018-2023

Table 166 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 167 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 168 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 169 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 170 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 171 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 172 Production of Air Conditioners: Total Volume 2018-2023

Table 173 [Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 174 [Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 175 ☐Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 176 ∏Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$ - Complete the relevant blank fields and sign

Consumer Appliances in Mexico

Market Direction | 2023-12-20 | 126 pages | Euromonitor

Select license	License					Price
	Single User Lice	ence				€2200.00
	Multiple User Li					€4400.00
	· ·	Multiple User License (Global)				
					VAT	
					Total	
□** VAT will be added			viduals and EU based	gscotts-international. companies who are ι		
□** VAT will be added			viduals and EU based Phone*			
]** VAT will be added Email* First Name*			viduals and EU based			
** VAT will be added Email* First Name* ob title*			viduals and EU based Phone*	companies who are u		
** VAT will be added Email* First Name* Job title* Company Name*			Phone* Last Name*	companies who are u		
** VAT will be added Email* First Name* Job title* Company Name* Address*			Phone* Last Name* EU Vat / Tax ID	companies who are u		
			Phone* Last Name* EU Vat / Tax ID City*	companies who are u		

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com