

Consumer Appliances in Mexico

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

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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.

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Technological advancements aim to encourage replacement purchases

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