

Dishwashers in Mexico

Market Direction | 2023-12-20 | 34 pages | Euromonitor

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Report description:

In Mexico, dishwashers have historically been niche products, with a relatively low household penetration rate. Local consumers have traditionally shown little interest in dishwashers, constrained by economics but also often remaining unconvinced by the purported advantages such appliances offer. The prevailing trend has been for consumers to wash dishes manually, a practice underpinned by a combination of financial constraints and a lack of perceived value in owning a dishwasher. Even among aff...

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 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: 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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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

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