

## **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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## Table of Contents:

Dishwashers in Mexico  
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### List Of Contents And Tables

#### 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 1 Sales of Dishwashers by Category: Volume 2018-2023

Table 2 Sales of Dishwashers by Category: Value 2018-2023

Table 3 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 4 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 5 Sales of Dishwashers by Format: % Volume 2018-2023

Table 6 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 7 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 8 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 9 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 10 □Production of Dishwashers: Total Volume 2018-2023

Table 11 □Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 12 □Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 13 □Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 14 □Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

#### 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 15 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 16 Replacement Cycles of Consumer Appliances by Category 2018-2024

##### MARKET DATA

Table 17 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 18 Sales of Consumer Appliances by Category: Value 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

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Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 24 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 25 □Sales of Small Appliances by Category: Volume 2018-2023

Table 26 □Sales of Small Appliances by Category: Value 2018-2023

Table 27 □Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 28 □Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 29 □NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 30 □LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 31 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 32 □LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 33 □Distribution of Major Appliances by Format: % Volume 2018-2023

Table 34 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 35 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 36 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 37 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 38 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 43 □Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 44 □Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 45 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 46 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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