

## **Home Laundry Appliances in Mexico**

Market Direction | 2023-12-20 | 38 pages | Euromonitor

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### **Report description:**

Home laundry appliances in Mexico is another category that has continued to post a robust performance due to the sustained trend of hybrid or fully remote working. The resulting consumer behaviour has inclined towards enhancing domestic efficiency, with a notable increase in purchases of appliances that support home-centric activities, such as laundry. The rise in remote working is a significant driver of this trend, which, as reported by the research and public policy sector of Deel Lab for Glo...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- \* Get a detailed picture of the Home Laundry 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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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

#### PROSPECTS AND OPPORTUNITIES

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