

## **Vacuum Cleaners in Mexico**

Market Direction | 2023-12-20 | 35 pages | Euromonitor

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### **Report description:**

Vacuum cleaners has continued to see steady and stable growth in retail volume terms in 2023 despite facing challenges associated with economic uncertainty and persistent consumer perceptions. Vacuum cleaners are not widely used in Mexico and traditional cleaning methods remain prevalent, with a significant portion of the population preferring brooms and mops over vacuum cleaners, particularly in homes with hard flooring - more common than carpeted homes. Many Mexican consumers have no interest...

Euromonitor International's Vacuum Cleaners 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: Robotic Vacuum Cleaners, Standard Vacuum Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Vacuum Cleaners 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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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

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