

## **Mexico White Goods Market Report and Forecast 2024-2032**

Market Report | 2024-07-18 | 169 pages | EMR Inc.

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### **Report description:**

Mexico White Goods Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico white goods market size was approximately USD 11.18 billion in 2023. Aided by the integration of advanced technologies, including IoT (Internet of Things) capabilities, the market is estimated to grow at a CAGR of 4.1% during 2024-2032 to reach a value of around USD 16.07 billion by 2032.

White goods refer to large household appliances used for routine housekeeping tasks such as cooking, food preservation, and cleaning. The category typically includes refrigerators, freezers, washing machines, dryers, dishwashers, and cookers. These products are traditionally white, which is how they derived their name, although they are now available in various colours and finishes. The primary function of white goods is to save time and reduce effort in household chores, and they are essential components of modern homes, providing significant convenience and efficiency.

The Mexico white goods market is currently experiencing significant growth and transformation, driven by evolving consumer lifestyles, technological advancements, and economic factors. As households seek more convenience and efficiency in their daily chores, the demand for these appliances continues to rise, influenced by urbanisation and increasing purchasing power.

One of the most prominent Mexico white goods market trends is the integration of advanced technologies, including IoT (Internet of Things) capabilities, which allow appliances to connect to the Internet and be managed remotely. This trend is rapidly gaining traction as consumers seek more convenience and control over their household tasks. Smart refrigerators, for example, can monitor food inventory and freshness, suggest recipes based on the contents, and even order groceries online. Similarly, smart washing machines can optimise water and energy use based on the load and fabric type.

As environmental awareness increases, Mexican consumers are prioritising energy efficiency in their appliances to reduce electricity consumption and minimise environmental impact. Manufacturers in the Mexico white goods market are responding by producing appliances that meet or exceed the energy standards set by local and international regulatory bodies. Energy-efficient models are not only environmentally friendly but also cost-effective in the long run due to lower utility bills.

Following economic disruptions caused by global events such as the COVID-19 pandemic, there has been a noticeable economic recovery, which has boosted the Mexico white goods market growth. Additionally, the availability of consumer financing options has made it easier for households to invest in high-quality white goods. Retailers and manufacturers offer various financing plans,

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including instalments and deferred payment options, making these products accessible to a broader segment of the population. Rapid urbanisation and changes in household structures, such as the increase in single-person households and dual-income families, are influencing the Mexico white goods market expansion. These demographic shifts are driving demand for appliances that are space-efficient and capable of handling smaller, more frequent loads, such as compact dishwashers and combination washer-dryers.

The growth of e-commerce has significantly impacted the Mexico white goods market development. Consumers are increasingly turning to online platforms for the purchase of household appliances, attracted by the convenience, competitive pricing, and wide range of options available. Retailers are enhancing their online presence and logistics systems to capitalise on this trend, offering detailed product information, customer reviews, and home delivery services.

There is a growing preference among Mexican consumers for high-quality, durable appliances that promise long-term performance and reliability. This shift is partly due to a greater awareness of the total cost of ownership, which includes maintenance and operating costs, not just the initial purchase price. As a result, brands known for durability and excellent after-sales service are gaining popularity.

The Mexico white goods market is influenced by both international brands and local manufacturers. Global brands bring the latest technologies and design trends to the market, while local companies offer products that are tailored to the specific needs and preferences of Mexican consumers. This blend of global and local influences enriches the market, providing consumers with a wide array of choices.

#### Market Segmentation

The Mexico white goods market can be divided based on product, end use, distribution channel, and region.

#### Market Breakup by Product

- Air Conditioner
- Refrigerator
- Washing Machine
- Dishwasher
- Microwave Oven
- Others

#### Market Breakup by End Use

- Residential
- Commercial

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Electronic Stores
- Online
- Others

#### Market Breakup by Region

- Baja California
- Northern Mexico
- The Bajio
- Central Mexico
- Pacific Coast
- Yucatan Peninsula

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Mexico white goods market. Some of the major players explored in the report by Expert Market Research are as follows:

- Controladora Mabe, S.A. de C.V.
- Whirlpool Mexico, S. de RL de CV

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- Electrolux Comercial, SA de CV
- Samsung Electronics Mexico
- LG Electronics Mexico, SA de CV
- Carrier Mexico
- Daikin Airconditioning Mexico, S DE RL DE CV
- Hamilton Beach Brands, Inc.
- Panasonic de Mexico SA de CV
- Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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## 10. Mexico White Goods Market Structure

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