

Mexico Major Home Appliance - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 150 pages | Mordor Intelligence

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Report description:

Mexico Major Home Appliance Market Analysis

The Mexico major home appliances market was valued at USD 10.54 billion in 2025 and estimated to grow from USD 10.85 billion in 2026 to reach USD 12.53 billion by 2031, at a CAGR of 2.93% during the forecast period (2026-2031). Persistent near-shoring inflows, totalling more than USD 1.2 billion during 2024-2025, underpin this steady expansion even as national GDP growth cools to an expected 1.0% in 2025. Demand resilience is strongest in the refrigerator and washing-machine categories, where energy-efficiency upgrades and evolving hygiene norms spur replacement intent. Multi-brand retailers retain the largest channel footprint, yet rapid online adoption is reshaping price discovery, inventory planning, and last-mile logistics. Regionally, Northern Mexico captures the lion's share of sales thanks to concentrated manufacturing activity, higher wages, and hot-climate cooling needs, while Southern states deliver the fastest growth as infrastructure projects accelerate urbanization. Competitive intensity is set to rise because tariff uncertainty is prompting some global brands to weigh partial output shifts to the United States, even as domestic champion Mabe commits record local investment.

Mexico Major Home Appliance Market Trends and Insights

Rising Disposable Income and Middle-Class Expansion

Northern and Central states continue to post wage gains as manufacturing payrolls swell, sustaining appliance outlays even while GDP growth eases to 0.9% in Q4 2024. Consumer surveys reveal that 70% of households prefer cutting volumes rather than

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trading down to cheaper brands, signalling enduring loyalty to value-oriented labels. Middle-class clusters in Monterrey, Saltillo, and Ciudad Juarez channel pay increases toward premium refrigerators and inverter air conditioners, promising lower running costs.

Urbanization and Housing Projects Pipeline

Federal housing programs and a construction sector that Deloitte estimates will grow 6.0 % in 2025 are opening fresh demand nodes across Tier-II cities. Quintana Roo, Yucatan and Campeche show the fastest household formation rates as road, rail and tourism investments deepen the urban footprint. Appliance makers see first-time buyers moving directly from open-flame cooking to induction stoves. Academic work indicates that appliance energy use grows in tandem with urban migration, with refrigerators and washing machines displaying the steepest penetration curves. Yet, delayed housing completions intermittently curb sell-in volumes, pushing manufacturers to run variable production schedules.

Inflation and Peso Volatility Pressure on Affordability

Rising prices squeeze household budgets, leaving less money for big-ticket appliances. A softer peso then pushes up the cost of imported parts and finished units, so manufacturers have to walk a fine line between raising prices and keeping their profits intact. EY polls show 55% of consumers curbing spending to essentials during inflation spikes, dampening discretionary appliance upgrades. Flexible-term credit and buy-now-pay-later offers arise as mitigation levers, but rural budgets still fall short of the installment threshold for many major devices. "Rural households face significant constraints with average per capita incomes of 1,842.56 pesos (USD 92-102) per month as of Q4 2024, with 50.7% of rural workers in labor poverty, limiting discretionary spending on major appliances

Other drivers and restraints analyzed in the detailed report include:

Energy-Efficiency Regulations Driving Replacement Omnichannel Retail and E-Commerce Boom Informal Market and Grey Imports Erode Branded Sales

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Refrigerators commanded 29.62% of the Mexico major home appliances market share in 2025 and remain the volume anchor for manufacturers. Roughly 80% of households own at least one unit, and replacement programs stimulated by NOM-015-ENER-2002 promise to save 4.7 TWh each year if older models are fully retired. The Mexico major home appliances market size for refrigerators is forecast to extend steadily as urban living propels multi-door formats, while rural penetration estates drift toward basic top-freezer units. Mabe, Whirlpool, and LG stay top of mind due to entrenched factory presence and after-sales reach. Mid-tier consumers weigh upfront penalties against lifetime energy savings highlighted on the yellow label. Washing machines trail in installed base yet outpace other categories with a 3.28% CAGR through 2031. Urban migration heightens focus on hygiene and time savings versus manual washing. Smart front loaders with inverter motors gain share in cities, whereas twin-tub models hold ground among price-sensitive buyers. Air conditioners post the sharpest seasonal spikes in northern deserts where oversized legacy units inflate power bills, creating swap-out opportunities for inverter splits. Ovens, freezers and dishwashers capture niche gains tied to lifestyle shifts in dual-income households and rising fast-food aversion.

Mexico Major Home Appliance Market is Segmented by Product (Refrigerators, Freezers, and More) and by Distribution Channel (Multi-Brand Stores, Exclusive Brand Outlets, and More), by Geography (Northern Mexico, Central Mexico, and More). The Market Forecasts are Provided in Terms of Value (USD).

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List of Companies Covered in this Report:

Whirlpool Corporation Mabe LG Electronics Samsung Electronics Electrolux AB BSH Hausgerate (Bosch & Siemens) Haier Group Hisense Panasonic Corporation GE Appliances Carrier Global (HVAC) Daikin Industries Fisher & Paykel Sharp Corporation Philips Domestic Appliances Symphony Limited (Air Cooling) Conair Corporation Hamilton Beach Brands Lennox International (Residential AC) Daewoo Electronics*

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 Introduction

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising Disposable Income and Middle-Class Expansion

4.2.2 Urbanization and Housing Projects Pipeline

4.2.3 Energy-Efficiency Regulations Driving Replacement

4.2.4 Omnichannel Retail and E-commerce Boom

4.2.5 Near-shoring of Appliance Manufacturing Supply Chains

4.2.6 Rapid Uptake of Smart-/Inverter-Enabled Models

4.3 Market Restraints

4.3.1 Inflation and Peso Volatility Pressure on Affordability

4.3.2 Informal Market and Grey Imports Erode Branded Sales

4.3.3 Rising Electricity Tariff Uncertainty

4.4 Industry Value Chain Analysis

4.5 Porter's Five Forces Analysis

4.5.1 Threat Of New Entrants

4.5.2 Bargaining Power Of Suppliers

4.5.3 Bargaining Power Of Buyers

4.5.4 Threat Of Substitutes

4.5.5 Competitive Rivalry

4.6 Insights Into The Latest Trends And Innovations In The Market

4.7 Insights On Recent Developments (New Product Launches, Strategic Initiatives, Investments, Partnerships, JVs, Expansion, M&As, Etc.) In The Market

5 Market Size & Growth Forecasts (Value)

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- 5.1 By Product
 - 5.1.1 Refrigerators
 - 5.1.2 Freezers
 - 5.1.3 Washing Machines
 - 5.1.4 Dishwashers
 - 5.1.5 Ovens (Incl. Combi & Microwave)
 - 5.1.6 Air Conditioners
 - 5.1.7 Other Major Home Appliances
- 5.2 By Distribution Channel
 - 5.2.1 Multi-Brand Stores
 - 5.2.2 Exclusive Brand Outlets
 - 5.2.3 Online
 - 5.2.4 Other Distribution Channels
- 5.3 By Geography
 - 5.3.1 Northern Mexico
 - 5.3.2 Central Mexico
 - 5.3.3 Southern Mexico

6 Competitive Landscape

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products & Services, and Recent Developments)
 - 6.4.1 Whirlpool Corporation
 - 6.4.2 Mabe
 - 6.4.3 LG Electronics
 - 6.4.4 Samsung Electronics
 - 6.4.5 Electrolux AB
 - 6.4.6 BSH Hausgerate (Bosch & Siemens)
 - 6.4.7 Haier Group
 - 6.4.8 Hisense
 - 6.4.9 Panasonic Corporation
 - 6.4.10 GE Appliances
 - 6.4.11 Carrier Global (HVAC)
 - 6.4.12 Daikin Industries
 - 6.4.13 Fisher & Paykel
 - 6.4.14 Sharp Corporation
 - 6.4.15 Philips Domestic Appliances
 - 6.4.16 Symphony Limited (Air Cooling)
 - 6.4.17 Conair Corporation
 - 6.4.18 Hamilton Beach Brands
 - 6.4.19 Lennox International (Residential AC)
 - 6.4.20 Daewoo Electronics*

7 Market Opportunities & Future Outlook

- 7.1 Growing Online Sales and E-commerce Expansion

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7.2 Untapped Rural Market Penetration

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