Euromonitor International

Vacuum Cleaners in Mexico

January 2026

Table of Contents

Vacuum Cleaners in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart and AI-powered products fuel vacuum cleaner growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Connected and AI-powered vacuum cleaners drive premiumisation

Chart 2 - Smart Vacuum Cleaners With AI Technology in Mexican Homes Now More Affordable

Standard vacuum cleaners remain dominant, but robotic vacuum cleaners gain ground

Health and wellness focus drives demand for advanced vacuum cleaners

Chart 3 - Vacuum Cleaners With Sophisticated Filters for Deep and Healthy Cleaning

WHAT'S NEXT?

Innovation to drive future growth of vacuum cleaners in Mexico

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Established brands maintain lead through diversified offerings

CHANNELS

Retail offline channels dominate sales with strong consumer preference

E-commerce gains traction with omnichannel sales and competitive pricing

PRODUCTS

Cordless designs and advanced filtration drive premiumisation

Chart 5 - Shark Detect Pro – Smart Vacuum Cleaner That Claims to Improve Home Health

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Mexico - Industry Overview

EXECUTIVE SUMMARY

Rising incomes drive premiumisation and smart tech adoption in consumer appliances

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Flat volume growth, although value growth is driven by premiumisation in many categories

Premiumisation and sustainability shape the consumer appliances landscape

WHAT'S NEXT?

Rising incomes and premiumisation will contribute to a return to growth

Growing environmental awareness set to impact sales, especially in air conditioners

Retail e-commerce expected to gain traction due to its convenience

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading players maintain dominance through customer loyalty and innovation

Stable leadership, but opportunities for niche players

Chart 8 - Analyst Insight

CHANNELS

General merchandise stores and hypermarkets lead distribution

Retail e-commerce gains traction with convenience and competitive pricing

PRODUCTS

LG drives energy efficiency with intelligent air conditioning solutions

Chart 9 - LG DualCool AI – Efficient, Intelligent and Sustainable Air Conditioning in Mexico

Premium positioning for SharkNinja, with quality, design, and technology

Chart 10 - SharkNinja Redefines Premium Products with Quality, Design and Technology

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Mexico 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Mexico 2025

Chart 14 - Consumer Landscape in Mexico 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vacuum-cleaners-in-mexico/report.