

Home Laundry Appliances in Mexico

December 2023

Table of Contents

Home Laundry Appliances in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROPSECTS AND OPPORTUNITIES

Persistent urbanisation and busier lifestyles to inform innovation Technological advancements aim to encourage replacement purchases Convenience, efficiency and connectivity as key growth drivers

CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023 Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023 Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023 Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023 Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023 Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023 Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023 Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023 Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023 Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023 Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023 Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023 Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028 Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028 Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028 Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Mexico - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer appliances?

MARKET INDICATORS

 Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

 Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 19 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 20 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 22 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 26 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023 Table 28 - Sales of Small Appliances by Category: Value 2018-2023 Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023 Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023 Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023 Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023 Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023 Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023 Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023 Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023 Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028 Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028 Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028 Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028 Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028 Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028 Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028 Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028 Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028 Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028 Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028 Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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