

Refrigeration Appliances in Mexico

December 2023

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Refrigeration Appliances in Mexico - Category analysis

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2023 DEVELOPMENTS

More time at home supports continued growth in 2023

Extreme weather and high inflation impact progress

Producers and consumers focus on energy-efficiency, while Mabe maintains leadership

PROSPECTS AND OPPORTUNITIES

Samsung's innovation presents competitive threat to Controladora Mabe

Innovation centres on energy-saving and smart connectivity

Discounts and promotions to remain key growth drivers as consumers remain highly price-sensitive

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