



Food Preparation Appliances in Mexico

December 2023

Table of Contents

Food Preparation Appliances in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category growth driven by persistent home cooking and baking trends, as well as urban development in 2023

Slow juicers continues to benefit from rising health and wellness trends

Government push for energy efficiency impacts innovation and marketing strategies

PROSPECTS AND OPPORTUNITIES

Positive growth forecast as consumers continue to focus on healthier eating habits

Greater investment and a focus on premiumisation anticipated for forecast period.

E-Commerce will continue to rise, benefitting from substantial investment

CATEGORY DATA

Table 1 - Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 2 - Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 3 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 6 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 7 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 8 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 9 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 10 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Food Preparation 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 12 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 13 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 14 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 15 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 16 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 17 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 18 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 22 - Sales of Small Appliances by Category: Volume 2018-2023

Table 23 - Sales of Small Appliances by Category: Value 2018-2023

Table 24 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 25 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Major Appliances: % Volume 2019-2023

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

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SOURCES

Summary 1 - Research Sources

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