

# Microwaves in Mexico

December 2023

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## Microwaves in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of microwaves benefit from post-pandemic habits and ongoing growth in construction

Profeco works to reassure consumers about safety of microwave cooking

Energy efficiency and convenience remain key claims of new products

#### PROSPECTS AND OPPORTUNITIES

Convenience and affordability mean more households likely to opt for microwave purchases

Competition in microwaves set to heat up as players increase investment innovation

LG and Teka likely to gain share, while general merchandise stores will remain leading distribution channel for microwaves

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