



Large Cooking Appliances in Mexico

December 2023

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Large Cooking Appliances in Mexico - Category analysis

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2023 DEVELOPMENTS

Centrality of home-life supports sales in large cooking appliances

Health and eco-friendly trends support demand and prompt innovation

Controladora Mabe holds on to number one spot in 2023 as players respond to increasingly sophisticated consumer demand

PROSPECTS AND OPPORTUNITIES

Persistent price sensitivity limits growth potential, with high-end innovation set to remain niche

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