



Microwaves in Mexico

January 2026

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2025 DEVELOPMENTS

Growth stabilises, with consumers looking for energy efficiency and practicality

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Volume growth continues, but stabilises after a period of strong growth

Freestanding microwaves dominates due to accessibility and flexibility

Inverter technology drives growth, with an important new model from Panasonic

Chart 2 - Inverter Technology Stands Out for Greater Savings in Time and Energy

WHAT'S NEXT?

Consumers likely to demand multifunctional and energy-efficient microwaves

Freestanding microwaves will remain dominant, and smart microwaves to be more popular

Omnichannel strategies expected to shape future growth

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COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation

Stable competitive landscape with opportunities for innovation

CHANNELS

Department stores leads distribution due to personalised service

Retail e-commerce grows as a key sales channel

Omnichannel strategies set to drive growth in the future

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Smart connectivity and AI enhance cooking experiences

Multifunctionality simplifies cooking and saves money for Mexican households

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[Consumer Appliances in Mexico - Industry Overview](#)

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Rising incomes drive premiumisation and smart tech adoption in consumer appliances

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Flat volume growth, although value growth is driven by premiumisation in many categories

Premiumisation and sustainability shape the consumer appliances landscape

WHAT'S NEXT?

Rising incomes and premiumisation will contribute to a return to growth

Growing environmental awareness set to impact sales, especially in air conditioners

Retail e-commerce expected to gain traction due to its convenience

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading players maintain dominance through customer loyalty and innovation

Stable leadership, but opportunities for niche players

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General merchandise stores and hypermarkets lead distribution

Retail e-commerce gains traction with convenience and competitive pricing

PRODUCTS

LG drives energy efficiency with intelligent air conditioning solutions

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