



Euromonitor
International

Microwaves in Mexico

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KEY DATA FINDINGS

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?

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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

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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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Multifunctionality simplifies cooking and saves money for Mexican households

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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

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COMPETITIVE LANDSCAPE

Leading players maintain dominance through customer loyalty and innovation

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Retail e-commerce gains traction with convenience and competitive pricing

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