



**Euromonitor
International**

Large Cooking Appliances in Mexico

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Large cooking appliances navigates 2025 dip, targets growth with premium, tailored offerings

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INDUSTRY PERFORMANCE

Slowing demand and economic factors impact sales, with financing remaining crucial

Cookers dominates, as these products have broad consumer appeal

Segmented consumer focus drives sales growth through tailored offerings

Chart 2 - Consumer Segmentation Leads to the Offer of a Variety of Models and Prices

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Growth likely to be driven by rising incomes and smart solutions

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Mabe and Whirlpool maintain their dominance with strategic offerings

Innovation and a focus on premium products projected from players

CHANNELS

Offline stores dominate sales of large cooking appliances

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PRODUCTS

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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

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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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Leading players maintain dominance through customer loyalty and innovation

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