



# Food Preparation Appliances in Mexico

December 2023

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## Food Preparation Appliances in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Category growth driven by persistent home cooking and baking trends, as well as urban development in 2023

Slow juicers continues to benefit from rising health and wellness trends

Government push for energy efficiency impacts innovation and marketing strategies

#### PROSPECTS AND OPPORTUNITIES

Positive growth forecast as consumers continue to focus on healthier eating habits

Greater investment and a focus on premiumisation anticipated for forecast period.

E-Commerce will continue to rise, benefitting from substantial investment

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