



Euromonitor
International

Home Laundry Appliances in Mexico

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Home Laundry Appliances in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Work-from-home trends support growth as consumers focus on domestic efficiency, with low penetration leaving room for further expansion

Cost-of-living crisis pushes consumers to budget-friendly options

Players increase promotional offers, while consumers remain concerned with saving energy

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