



# Consumer Appliances in Latin America

September 2024

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Scope

Key findings

## REGIONAL OVERVIEW

Latin America recording strong growth in 2023

Personal care appliances the biggest category in Latin America

Consumer appliances seeing stronger growth in 2023 after the slowdown in 2022

Microwaves benefit from being built domestically in Argentina

Hair care appliances a major driver of actual new sales growth over 2018-2023

Robotic lawn mowers the most dynamic product area over 2018-2023

Brazil back to recording positive growth in 2023

Appliances and electronics specialists the leading distribution channel...

...but general merchandise stores and hypermarkets have similar shares

## LEADING COMPANIES AND BRANDS

Relatively high levels of concentration in consumer appliances

Hisense expected to disrupt the competitive landscape in Brazil

Brazil the main market for majority of the top 10 regional players

Oster moves up the rankings over the review period

## FORECAST PROJECTIONS

Positive growth expected throughout 2023-2028

Further nearshoring expected in Mexican consumer appliances

## COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

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Mexico: Competitive and Retail Landscape

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