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Home Appliances

Market Research

20
23

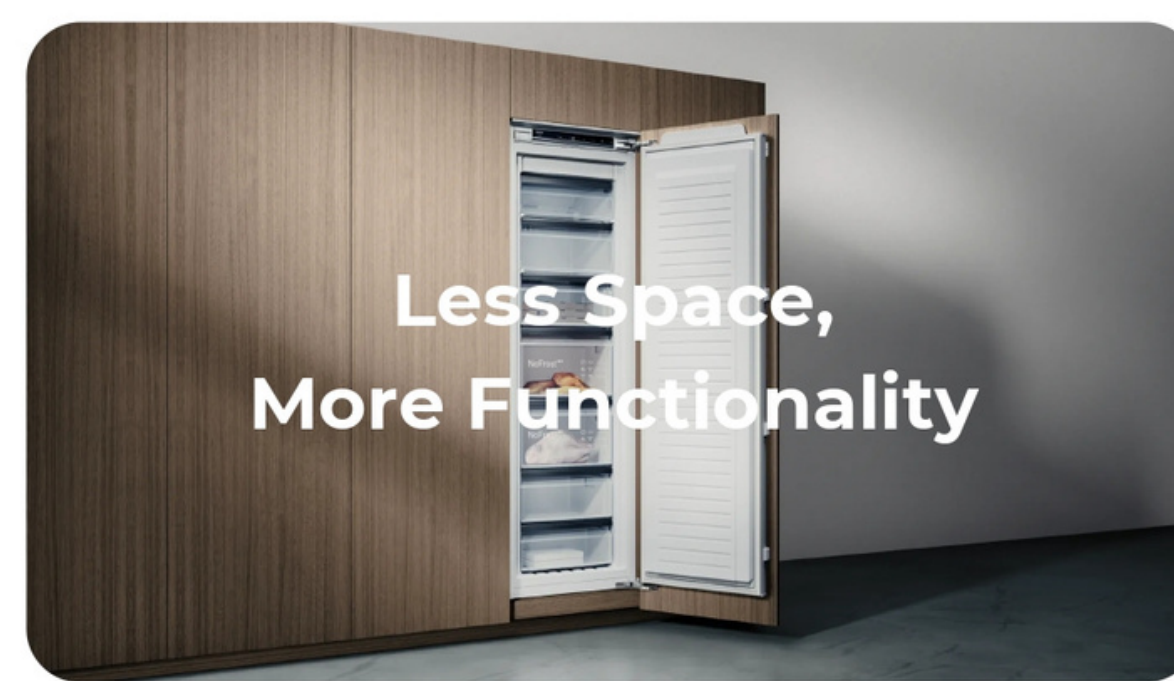
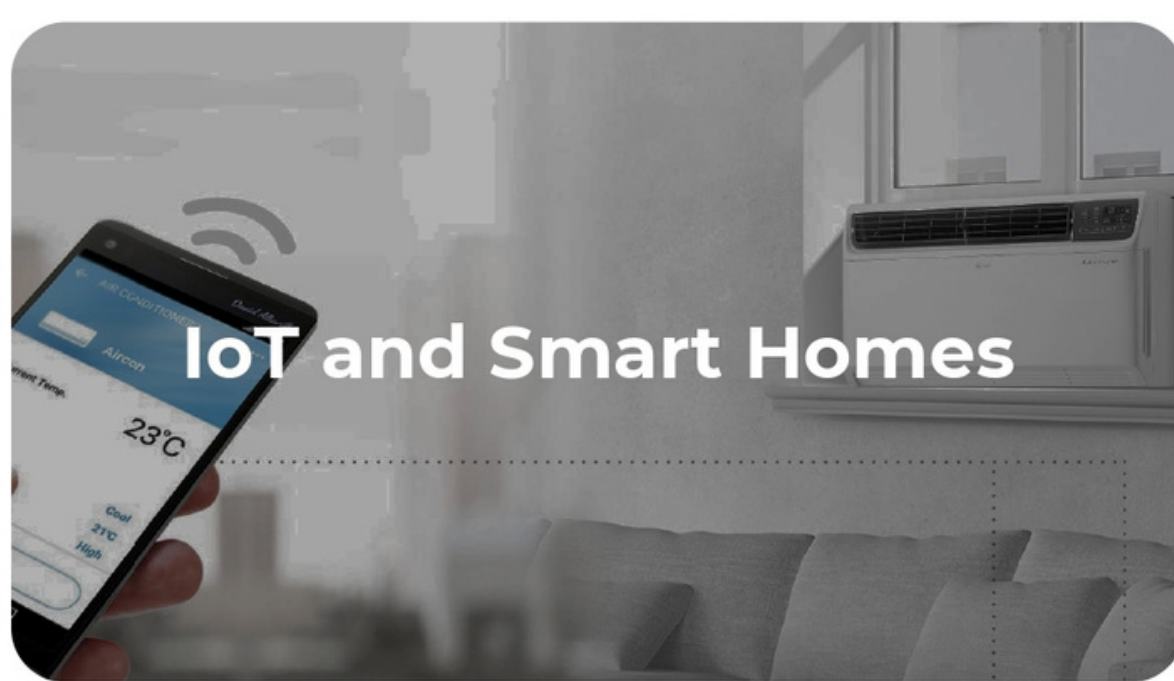


Table of Contents

Table of Contents	2	Representative Products	27
Introduction	4	Training for Talent	33
Home Appliances Market Megatrends	5	Global Production and Consumption	37
01. IoT and Smart Homes	6	Global Associations of Home Appliances	40
02. Less Space, More Functionality	8	Top Exporting Countries	43
03. Home Sanitization	10	Top Importing Countries	54
04. Artificial Intelligence	12	Sustainability Measures	56
05. Accessibility	13	Prices of Commodities	74
Socioeconomic Trends	15	About Us	76
Mexico	16		
<i>Map of Industry</i>	19		
U.S.A.	20		
Canada	23		
Current Global Situation	26		



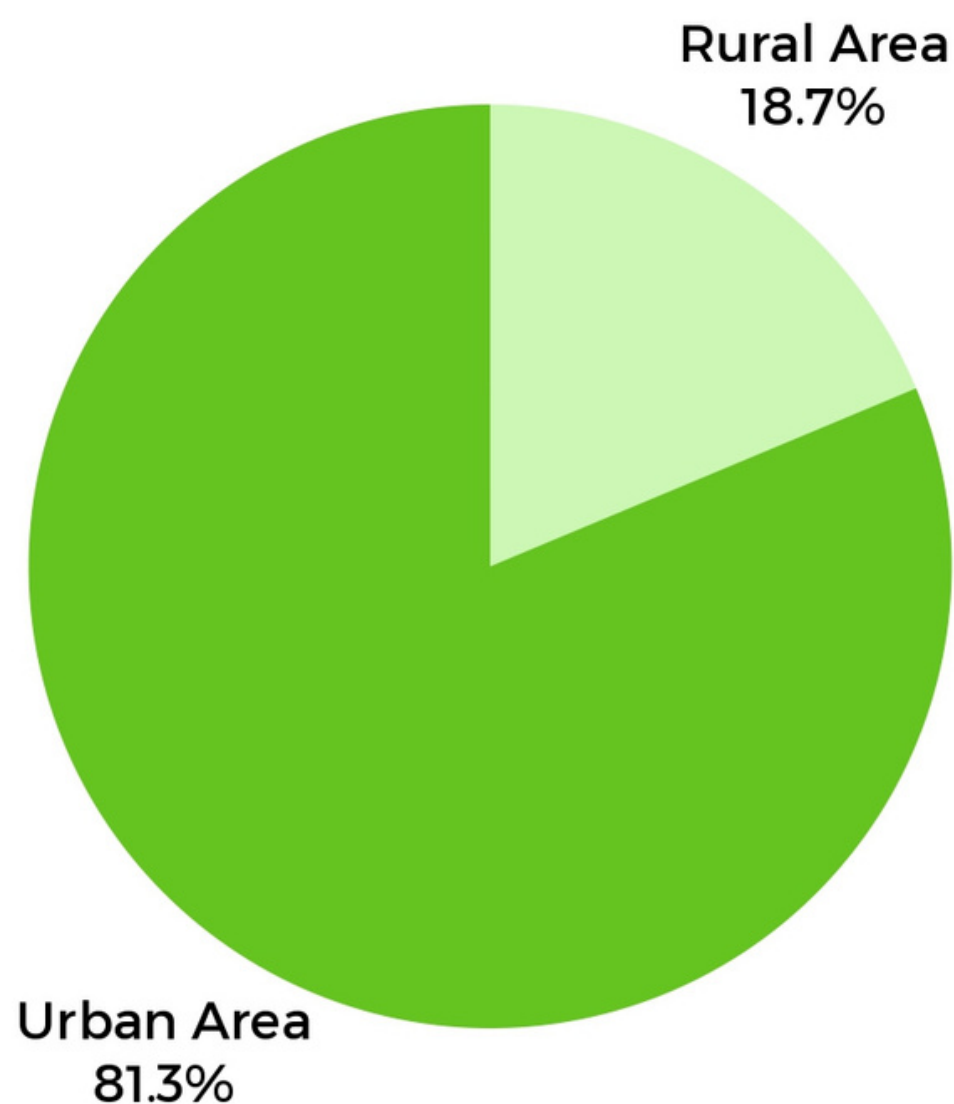
Home Appliance Market Megatrends





Socioeconomic Trends

Mexico



- **Urbanization**

- **81.3%** live in urban areas (2022) → **84.7%** (2040)
- The urbanization rate growth is low.
- 2021: 17.5% of the urban population was living in slum conditions

- **Population**

- As the population grows, the number of households grows.
- They are both expected to grow moderately.

This implies that overall demand for home appliances will continue to grow constantly.

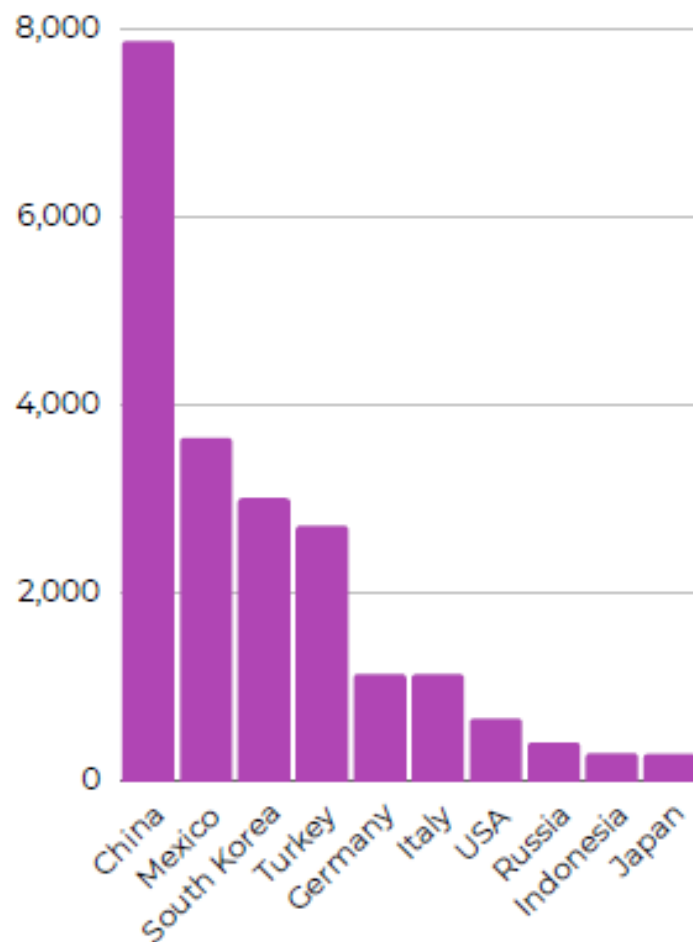


**Representative
Products**

Mexico is the 2nd leading exporting country

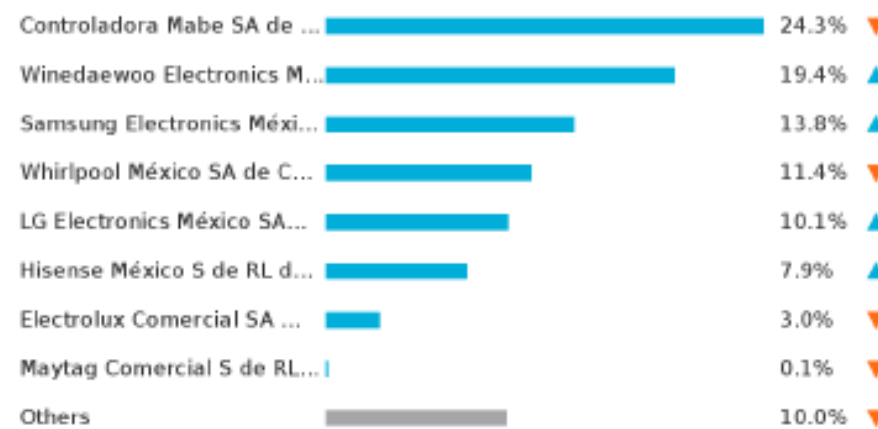


Country	Unit (USD million)
China	7,862.2
Mexico	3,637.5
South Korea	2,995.8
Turkey	2,703.2
Germany	1,125.7
Italy	1,122.0
USA	648.9
Russia	395.5
Indonesia	281.1
Japan	272.8



This category includes manufacture of domestic refrigerators, freezers, combined refrigerators-freezers, as well as built-in refrigerators and freezers.

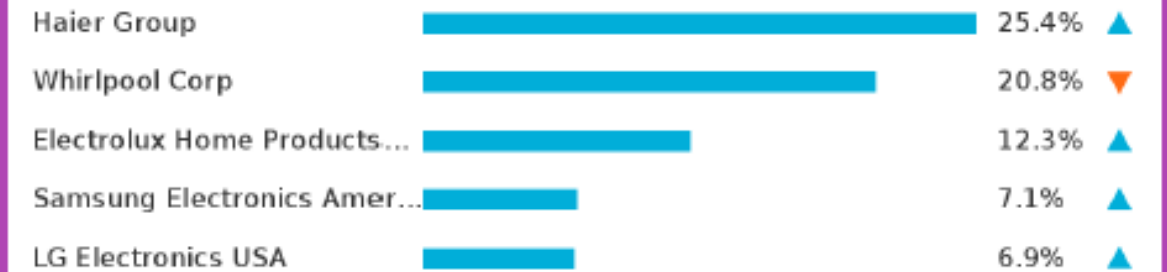
Company Shares of Refrigeration Appliances in Mexico
% Share (NBO) - Retail Volume - 2022



USA

Company Shares of Refrigeration Appliances in USA

% Share (NBO) - Retail Volume - 2023



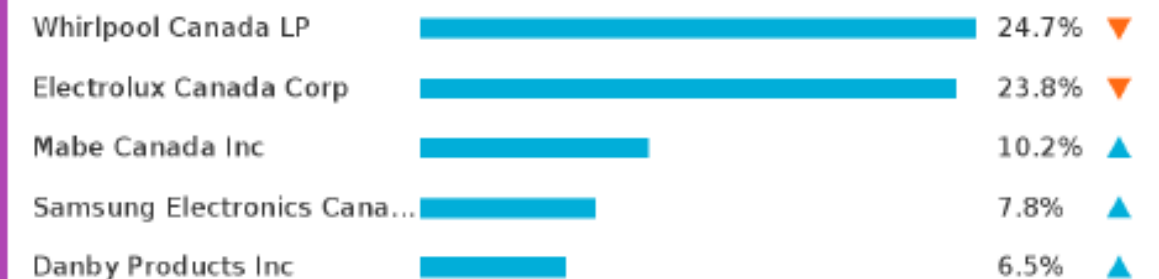
Passport

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CANADA

Company Shares of Refrigeration Appliances in Canada

% Share (NBO) - Retail Volume - 2022



Passport

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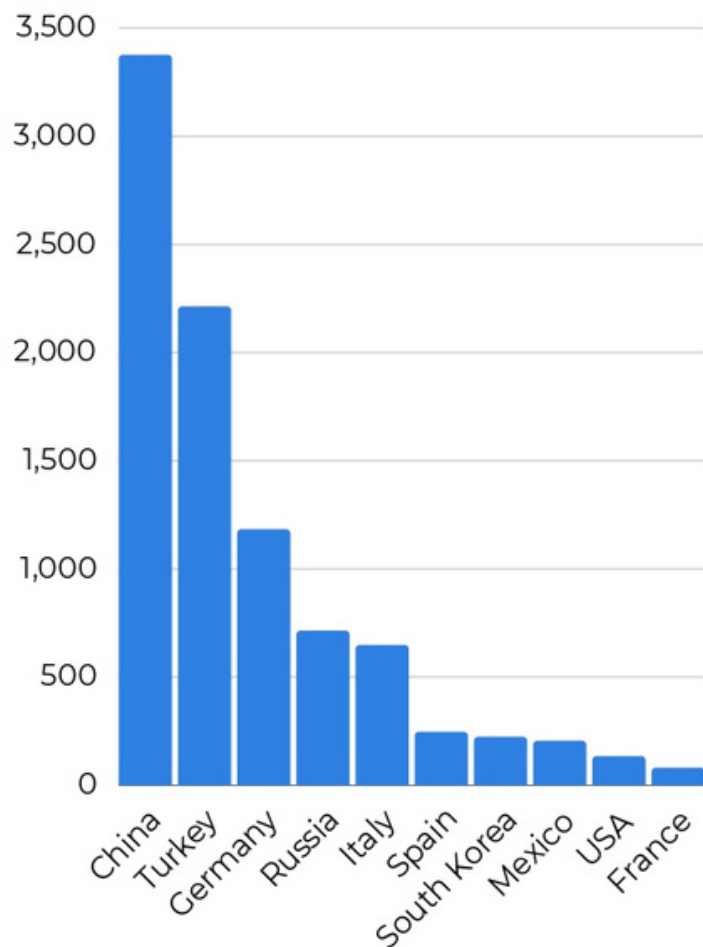


Top Exporting Countries

Mexico is the 8th leading exporting country



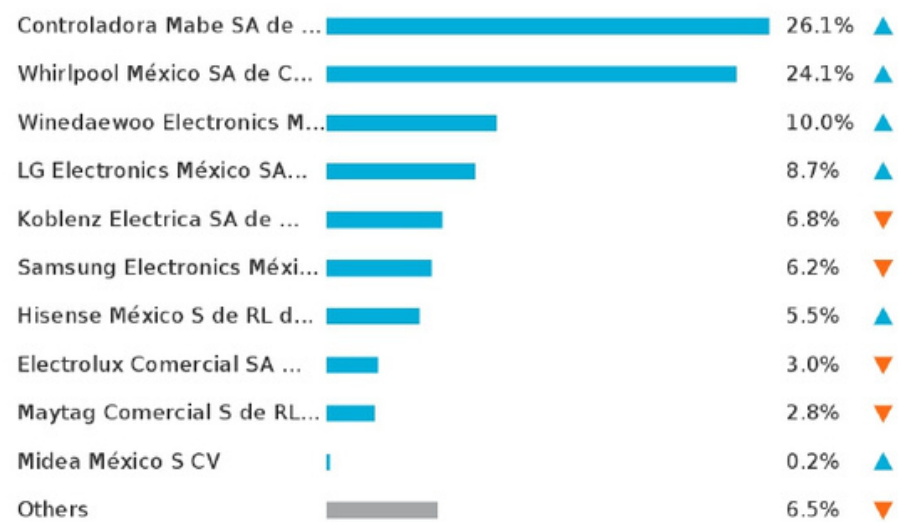
Country	Unit (USD million)
China	3,376.7
Turkey	2,213.8
Germany	1,183.7
Russia	715.0
Italy	649.0
Spain	247.2
South Korea	224.2
Mexico	205.8
USA	135.0
France	81.2



This category includes export of domestic washers and dryers including built-in.

Company Shares of Home Laundry Appliances in Mexico

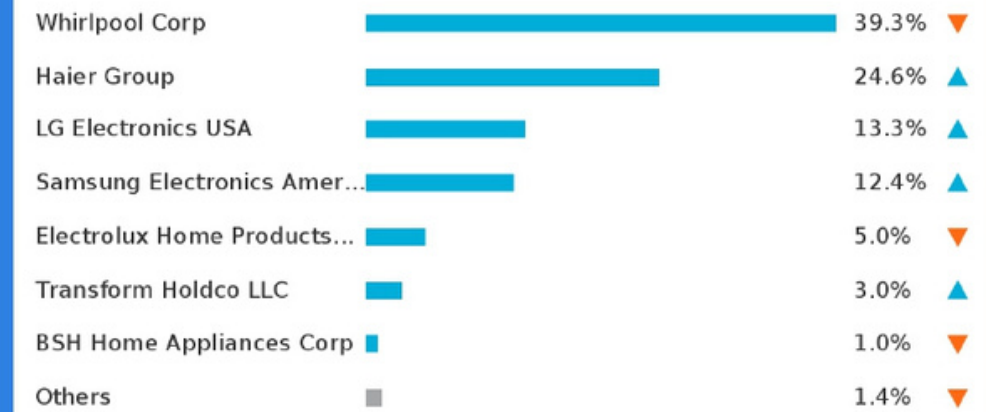
% Share (NBO) - Retail Volume - 2022



USA

Company Shares of Home Laundry Appliances in USA

% Share (NBO) - Retail Volume - 2023



CANADA

Company Shares of Home Laundry Appliances in Canada

% Share (NBO) - Retail Volume - 2022





Continua leyendo...

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