



Dishwashers in Mexico

December 2023

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Dishwashers in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers slowly gains ground in 2023, driven partly by property development
Players continue to invest in e-commerce channel, as product portfolios show wider variety
Dishwashers pushed as eco-friendly alternative to manual washing

PROSPECTS AND OPPORTUNITIES

Low consumer interest will continue to curb growth, though potential remains for expansion
Hisense set to open the door to more favourably-priced options
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