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# Home Laundry Appliances in Mexico

December 2023

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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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