



American Industries®

Mexico's HOME APPLIANCES INDUSTRY



MEXICO'S COMPETITIVE EDGE

Mexico is the fifth-largest producer of household appliances in the world



1st

China

2nd

Germany

3rd

USA

4th

Italy

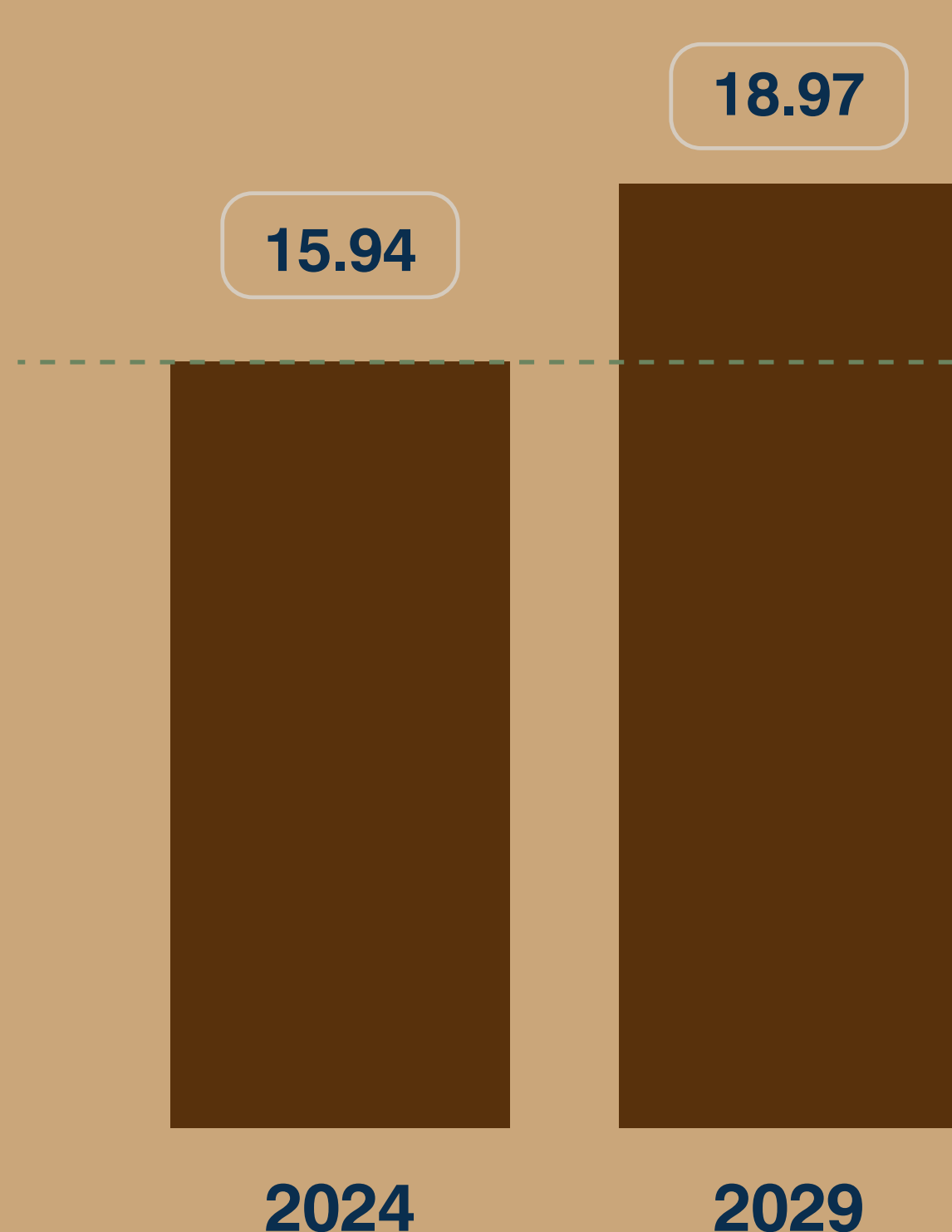
5th

Mexico

MEXICO HOME APPLIANCES MARKET

Market Size in Billions USD

CAGR 3.53%



Study period	2020-2029
Base year for estimation	2023
Market size (2024)	15.94
Market size (2029)	18.97
CAGR (2024-2029)	3.53%
Market concentration	Low
Key players	Whirlpool Electrolux LG mabe B/S/H/

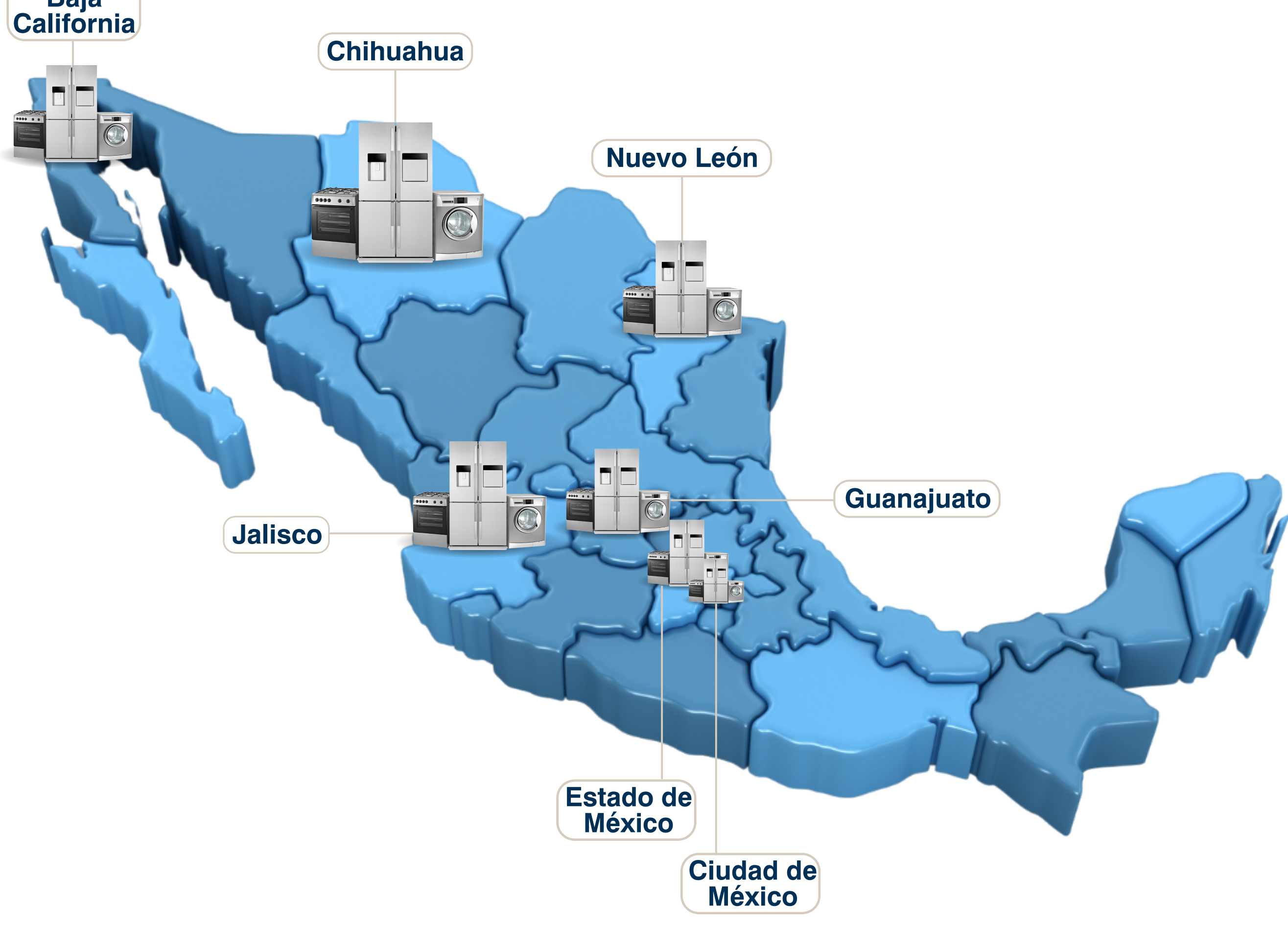
*Note: The key players are not listed in any particular order.

SOURCE: MODOR INTELLIGENCE



Home to over 3,500 companies in the home appliance industry.

MAIN REGIONS FOR HOME APPLIANCES MANUFACTURING IN MEXICO



EXPANDING GLOBAL INFLUENCE

More than 80% of Mexico's domestic appliance production is destined for the international market.

Its main exports are refrigerators, stoves, washing machines, air conditioners, water heaters, and vacuum cleaners.



TOP FOREIGN PLAYERS IN MEXICO'S APPLIANCE INDUSTRY

USA

Whirlpool®



SOUTH KOREA

LG SAMSUNG



SWEDEN

Electrolux



NEW ZEALAND

Fisher & Paykel appliances



Partner for Success®

@AmericanIndustries

American Industries Group

@American_Ind

start@americanindustriesgroup.com

www.americanindustriesgroup.com

US toll-free: +1 (877) 698 3905

Mexico: 800 AI SALES (247 2537)

JUAREZ · CHIHUAHUA · TORREON · MONTERREY · REYNOSA · SAN LUIS POTOSI · GUADALAJARA · GUANAJUATO · QUERETARO · HERMOSILLO