

Mexico Cookware Market Assessment, By Product (Pots & Pan, Cooking Racks, Cooking Tools, Microwave Cookware, Pressure Cookers, Others), By Material (Stainless Steel, Cast Iron, Aluminium, Copper, Others), By Distribution Channel (Online, Offline – Brand Stores/Kiosks, Multi-Brand Stores, Supermarkets/Hypermarkets, Others), By End-User (Residential, Commercial), By Region, Opportunities and Forecast, 2018-2032F

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Abstracts

Mexico Cookware Market witnessed a CAGR of 3.67% during the forecast period (2025-2032) and is valued at USD 10.92 million in 2024 and is projected to reach USD 14.57 by 2032. Mexico has a rich culinary tradition, with a diverse range of regional cuisines that rely on a variety of cooking techniques and ingredients. It has created a strong demand for high-quality cookware products that can withstand the rigors of Mexican cooking. In addition, as more Mexicans move into urban areas and adopt busy lifestyles, there is a growing demand for convenient and efficient cookware products that can help streamline food preparation.

The Mexico cookware market is highly competitive, with both domestic and international manufacturers competing for market share. Mexican consumers are known for their brand loyalty and many are willing to pay a premium for high-quality cookware products that they trust. As a result, many cookware manufacturers are investing in product innovation, design and marketing in order to stand out in the marketplace. In October 2022, Actress and Entrepreneur Eva Longoria launched her multi-functional stove-to-table cookware line brand “Risa Kitchen” which is premium brand.

Sustainability and Eco-Friendliness Drives the Mexico Cookware Market Demand

Sustainability and eco-friendliness are key drivers of demand for the Mexico cookware market growth in the forecast period. With the growing environmental consciousness among consumers, there is a growing preference for cookware made from sustainable materials and developed using eco-friendly procedures. Brands are responding to this requirement by developing products made from renewable resources including recycled metals, bamboo, and others to decrease environmental impact and increase demand for sustainable cookware. In addition, manufacturers are adopting greener production methods and accepting measures to reduce energy consumption and waste. Furthermore, companies in the market are following the trend of minimizing carbon footprints owing to consumer's shift towards sustainability and meet the regulatory measures. Companies are collaborating to reduce carbon footprints without any compromise in quality and durability and to produce the right quality for its consumers.

For instance, in September 2023, Outokumpu, producer of stainless steel and other alloys in Mexico, United States, and Europe, announced to supply its Circle Green Stainless steel to Fissler GmbH, a Germany-based cookware to build things that last and to show the direction of reducing emissions from the appliance industry.

Increased Online Retail Sales

Mexico has experienced a significant increase in online sales of cookware in recent years, reflecting the growing popularity of e-commerce in the country. One of the factors driving this growth is the increasing number of consumers who prefer to shop online for convenience and accessibility. In addition, the COVID-19 pandemic has accelerated the adoption of e-commerce in Mexico, as consumers turned to online shopping to avoid crowded physical stores. Another factor contributing to the growth of the online cookware market in Mexico is the country's expanding middle class, which has higher purchasing power and a greater interest in cooking and home decor.

Increased Awareness About Health and Nutrition

Consumers are aware of the impact that the quality of their cookware can have on the nutritional value of their food. As a result, there has been a growing demand for cookware that is safe, durable and made from materials that do not release harmful chemicals or toxins into food. Non-stick coatings have become less popular due to concerns over the potential health risks associated with the chemicals used in their

production. In response to this demand, manufacturers have begun to offer cookware made from materials such as stainless steel, ceramic and cast iron, which are perceived as safer and healthier options.

Pots & Pan in great shape and demand

Pans are traditionally a key utensil for cooking Mexican cuisine and can never witness decline in terms of sales owing to common usage and utility while cooking. Pots have also managed to stay on high priority for every kitchen shelf since it provides ease of cooking which no other cookware can. Despite, microwave's high easy of doing business, it still lacks in several ways including dish taste is different, texture & heat dissipation is different, etc.

Pots and pans dominated the market and will continue to be substantial owing to high growth rate. With the advent of new companies launch, new age pots and pans are available and accessible.

Impact of Covid-19

The COVID-19 pandemic had a significant impact on the Mexican cookware market. With the imposition of strict lockdown measures and the closure of non-essential businesses, many brick-and-mortar stores selling cookware were forced to shut down temporarily, leading to a decline in sales. However, as people spent more time at home due to the pandemic, there was an increased demand for cookware as more people cooked meals at home. This led to a surge in online sales for cookware, as people turned to e-commerce platforms to purchase their kitchen essentials.

In addition, the pandemic also caused disruptions in the Mexico supply chain, resulting in shortages of raw materials and production delays. Overall, while the pandemic has had a mixed impact on the Mexican cookware market, with temporary closures of physical stores being a challenge, the increased demand for cookware has led to growth in the online market.

Impact of Russia-Ukraine War

The Russia-Ukraine war has almost no impact or negligible indirect impact that too is limited to coatings utilized in cookware and transportation costs. The war has increased oil prices globally impacting the coatings market which increases the cookware prices by a small margin. However, decent local oil production, reduces the external price

pressure and even cheap imports from South American countries can further impact the pricing. The major issue is growth of fuel cost to transport cookware within the country and abroad.

Key Player Landscape and Outlook

Manufacturers are focusing on increasing their manufacturing capacity through mergers and acquisitions. In this way, it enhances their supply chain and aids in the development of new products. Additionally, it aids in giving customers high-quality goods.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed during course of work

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