



**Euromonitor  
International**

# Appliances and Electronics Specialists in Mexico

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics among most-bought products during promotional seasons  
iShop and Steren continue to rise  
RadioShack keeps closing stores but grows revenue

PROSPECTS AND OPPORTUNITIES

New imports tariffs imposed by US may affect exports of appliances and electronics  
Innovation and increasing competition from Asian markets as two biggest challenges for appliances  
Customer experience and sustainability will play a key role

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Retail in Mexico - Industry Overview

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Retail in 2024: The big picture  
Artificial intelligence spearheads innovation in Mexico's retail landscape  
Investing in omnichannel capabilities is key for success  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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