

Product Insights: Haircare in Mexico

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Abstracts

Introduction

Globally, Mexico ranked sixth in terms of the number of new products launched in the haircare market in 2009.

Close to 400 new products were launched in the market, majority of which belonged to the hair colorants category while a quarter them were in the shampoo category.

The 'kids' claim was the most popular claim which was used in over 20% of the new product launches. Plastic was the most popular packaging material in the new product launches while paperboard and cardboard recorded the fastest growth.

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Learn from successful new product launches

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