

# Bath and Shower in Mexico

<https://marketpublishers.com/r/BD95069B33EEN.html>

Date: June 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: BD95069B33EEN

## Abstracts

Bar soap still remains the best-selling product in bath and shower in Mexico, but the convenience offered by liquid formats is becoming increasingly attractive to Mexicans. While liquid soap was already gaining ground over bar soap, the growing popularity of liquid soap refill packs is pushing the format forward, as it allows families to purchase a single dispenser and refill it regularly. Additionally, the refill format narrows the price gap with bar soap, offering more value to consumers. For...

Euromonitor International's Bath and Shower in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Bath and Shower market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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