

Beauty and Personal Care in Mexico

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Abstracts

For the most part, beauty and personal care saw further signs of a post-pandemic recovery in demand and sales in 2022. Nonetheless, not all categories enjoyed growth in 2022, with those products linked to the pandemic seeing a drop off in demand as COVID-19 fears subsided. For example, hand sanitisers saw a sharp decline in sales in value and volume terms. However, the category retained higher per capita usage compared to the pre-pandemic years due to lingering concerns around COVID-19 and the m...

Euromonitor International's Beauty and Personal Care 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care 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.

Contents

BEAUTY AND PERSONAL CARE IN MEXICO

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

L'Oréal plays a key role in driving demand for mass beauty and personal care, utilising e-commerce and social media to engage with consumers

Despite post-pandemic return to brick and mortar stores, e-commerce maintains growth momentum

Direct sellers face challenges amidst transformation of consumer and the industry

PROSPECTS AND OPPORTUNITIES

Quality and premium features to drive mass products sales with focus on ingredients and dermocosmetics

Continuing to engage digital platforms to reach Mexican consumers

Sustainability and social responsibility to gain importance as consumers become more

responsible shoppers

CATEGORY DATA

Table 125 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 126 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 127 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 128 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 129 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 130 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium segment continues its strong re-bounce in post-pandemic Mexico

Mexicans return to department stores for their premium experience

Ties between premium brands and wellness grow stronger

PROSPECTS AND OPPORTUNITIES

Reduced savings among consumers will see slowing pace of growth

The threat from cheaper alternatives creates a need for innovation and differentiation within premium beauty and personal care

Engaging consumers in a new way to spice up the premium experience

CATEGORY DATA

Table 11 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 13 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BABY AND CHILD-SPECIFIC PRODUCTS IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of COVID-19 restrictions provides a boost to sales of baby and child-specific sun

care

Growing focus on the skin care needs of children benefits sales

Baby wipes benefiting from multipurpose usage and increased focus on hygiene

PROSPECTS AND OPPORTUNITIES

Millennial parents expecting more from the brands they buy from

Bonding moments could offer new opportunities for the development of baby and child-specific toiletries

CATEGORY DATA

Table 17 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 18 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 19 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 20 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 21 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 22 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 23 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 24 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 25 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 26 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience supports ongoing shift towards liquid formats

Demand for hand sanitisers remains higher than pre-pandemic levels despite a drop in sales

Competition being driven by focus on low prices and value for money

PROSPECTS AND OPPORTUNITIES

Liquid formats present opportunities for innovation in a saturated market.

Consumers remain concerned about their health, even as the pandemic is declared at an end

Matching product claims with consumer expectations key to success

CATEGORY DATA

Table 28 Sales of Bath and Shower by Category: Value 2017-2022

Table 29 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 30 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 31 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 32 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 33 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 34 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 35 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 36 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of colour cosmetics continue to recover but obstacles remain to a full recovery

Continued use of face masks continues to influence demand

Nail polish benefits from DIY trend

PROSPECTS AND OPPORTUNITIES

Consumers expected to look for more from their colour cosmetics

Generation Z bring new demands to colour cosmetics

Retail e-commerce set to benefit from investment and new innovation

CATEGORY DATA

Table 37 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 38 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 39 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 40 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 41 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 42 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 43 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 44 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 45 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 46 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 47 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

DEODORANTS IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brands bet on new marketing platforms to promote their deodorants

Scent takes centre stage as companies seek to close the gap with fragrances

Consumers assess more natural formulations in deodorants as health concerns grow

PROSPECTS AND OPPORTUNITIES

Players focus on adapting their product positioning to benefit from the growth of e-

commerce

Shrinkflation and value for money to remain in focus

Deodorant sprays and sticks likely to provide strong sales competition with each category offering different benefits

CATEGORY DATA

Table 48 Sales of Deodorants by Category: Value 2017-2022

Table 49 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 50 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 51 NBO Company Shares of Deodorants: % Value 2018-2022

Table 52 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 53 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 54 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 55 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 56 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

DEPILATORIES IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

As life returns to relative normality volume sales bounce back

Hair removers/bleaches proving popular driven by new product development and innovation

Gillette retains a strong lead as women's razors and blades continues to dominate sales

PROSPECTS AND OPPORTUNITIES

Is body hair becoming fashion statement for women?

Professional services threaten to steal sales away from depilatories

Putting women in control likely to be a prominent feature of marketing and new product development

CATEGORY DATA

Table 57 Sales of Depilatories by Category: Value 2017-2022

Table 58 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 59 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022

Table 60 NBO Company Shares of Depilatories: % Value 2018-2022

Table 61 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 62 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 63 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances sees a strong recovery as consumers return to their old routines
Consumers invest in premium fragrances to help elevate their mood
Fragrances benefit from the growing desire to smell clean as well as feel clean

PROSPECTS AND OPPORTUNITIES

The desire for affordable luxury set to drive demand for premium fragrances
Gifting likely to play a key role in sales of fragrances
Sustainability a growing concern for manufacturers

CATEGORY DATA

Table 64 Sales of Fragrances by Category: Value 2017-2022
Table 65 Sales of Fragrances by Category: % Value Growth 2017-2022
Table 66 NBO Company Shares of Fragrances: % Value 2018-2022
Table 67 LBN Brand Shares of Fragrances: % Value 2019-2022
Table 68 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
Table 69 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
Table 70 Forecast Sales of Fragrances by Category: Value 2022-2027
Table 71 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hair care bounces back
Consumers show willingness to invest in their look as life returns to normality
Colourants remain popular even as hair salons reopen

PROSPECTS AND OPPORTUNITIES

Standard shampoos becoming increasingly sophisticated
Focus likely to be on the "skinification" of hair care
Sustainability a growing concern

CATEGORY DATA

Table 72 Sales of Hair Care by Category: Value 2017-2022
Table 73 Sales of Hair Care by Category: % Value Growth 2017-2022
Table 74 Sales of Hair Care by Premium vs Mass: % Value 2017-2022
Table 75 NBO Company Shares of Hair Care: % Value 2018-2022
Table 76 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
Table 77 LBN Brand Shares of Hair Care: % Value 2019-2022
Table 78 LBN Brand Shares of Colourants: % Value 2019-2022
Table 79 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
Table 80 LBN Brand Shares of Styling Agents: % Value 2019-2022
Table 81 LBN Brand Shares of Premium Hair Care: % Value 2019-2022
Table 82 Forecast Sales of Hair Care by Category: Value 2022-2027
Table 83 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 84 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027**MEN'S GROOMING IN MEXICO****KEY DATA FINDINGS****2022 DEVELOPMENTS**

Mixed feelings about men's grooming and masculinity remains a challenge

Men's grooming geared more towards wealthier households and single men

Smaller players finding their own voice in men's grooming

PROSPECTS AND OPPORTUNITIES

TikTok is teaching the next generation of young men how to take care of themselves.

Men's grooming brands target the gaming community

Focus shifting away from traditional stereotypes around masculinity

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2017-2022

Table 86 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 89 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 90 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 92 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN MEXICO**KEY DATA FINDINGS****2022 DEVELOPMENTS**

Oral care benefits from a return to old habits as COVID-19 fears subside

Consumers show willingness to invest in a wider range of oral care products as they look to achieve a Hollywood smile

As consumers return to the dentist oral hygiene problems come under the microscope

PROSPECTS AND OPPORTUNITIES

"Skinification" of oral care a growing trend

Increasing sophistication expected to be seen as players target wealthier consumers

Players focusing on offering more natural and sustainable solutions

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2017-2022

Table 95 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 96 Sales of Toothbrushes by Category: Value 2017-2022

Table 97 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 98 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 99 NBO Company Shares of Oral Care: % Value 2018-2022

Table 100 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 101 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 102 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 103 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 104 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 105 Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 106 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care thriving as consumers return to their old lifestyle habits

Consumers go in search of multifunctional products as part of a “Skinamilism” trend

Consumers becoming more conscious of the wider impact of their purchasing decisions

PROSPECTS AND OPPORTUNITIES

Consumers focusing more on skin health over the appearance of their skin

Players look beyond the face in developing new product lines

Skin care routines will remain important but could become shorter

CATEGORY DATA

Table 107 Sales of Skin Care by Category: Value 2017-2022

Table 108 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 109 NBO Company Shares of Skin Care: % Value 2018-2022

Table 110 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 111 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 112 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 113 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 114 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 115 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 116 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 117 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care bounces back as Mexicans return to the coast for their holidays

Environmental concerns impacting purchasing decisions

Consumers look for more from their sun care than just protection

PROSPECTS AND OPPORTUNITIES

Sun care set to face strong competition from other multifunctional skin care and colour cosmetics products

“Skinification” of sun care should help to add value to the category

Competition set to heat up as brands target different price segments with a varied offer

CATEGORY DATA

Table 118 Sales of Sun Care by Category: Value 2017-2022

Table 119 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 120 NBO Company Shares of Sun Care: % Value 2018-2022

Table 121 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 122 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 123 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 124 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

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