

# Beauty and Personal Care Packaging in Mexico

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## Abstracts

The overall hair care category was recording positive growth in its packaging unit volumes in 2022, which was positively impacting its main pack types like HDPE bottles, folding cartons and other plastic bottles. Although HDPE bottles continued to be the leading pack type and also increased its share in 2022, packaging formats like folding cartons, PET bottles and other plastic bottles have been losing share to squeezable plastic tubes, which continued to gain share in hair care in 2022. In Mexi...

Euromonitor International's Beauty and Personal Care Packaging in Mexico report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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 Packaging 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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Euromonitor International  
February 2024

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### **2022 DEVELOPMENTS**

Squeezable plastic tubes continue gaining share in hair care in 2022  
While 50ml is still more popular, the 100ml pack size is gaining share in 2022  
Companies are prioritising sustainable packaging for their products

### **PROSPECTS AND OPPORTUNITIES**

Speciality cosmetic containers becoming more popular for their convenience  
Companies continue expanding their refill packaging portfolios

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