

# **Mexico Hair Growth Products Market, By Product Type (Shampoos, Conditioners, Serums, Oils, Supplements, Others), By Gender (Men, Women), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/M42AB24A689EEN.html>

Date: June 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: M42AB24A689EEN

## **Abstracts**

### **Market Overview**

The Mexico Hair Growth Products market was valued at USD 103.68 million in 2024 and is projected to reach USD 134.09 million by 2030, growing at a CAGR of 4.43% during the forecast period. This growth is fueled by increasing awareness of hair health and a rise in hair thinning and hair loss cases. Consumers are shifting toward effective, natural, and technologically advanced solutions, supported by growing digital engagement and product availability. With online retail accounting for 14.8% of Mexico's total retail sales in 2024 and 67.2 million digital shoppers, e-commerce is emerging as a key distribution channel. Expanding consumer bases—across both genders—are being drawn by safer formulations, personalization, and the promise of lasting results, prompting brands to invest in transparency, efficacy, and customer education to secure loyalty in a competitive market.

### **Key Market Drivers**

#### **Growing Male Grooming Trends**

The increasing involvement of male consumers in the hair care sector is reshaping Mexico's hair growth product market. Historically skewed towards women, the market is

now witnessing a surge in male demand, driven by shifting social attitudes and heightened grooming awareness. Nearly half of men aged 20 to 30 in Mexico are affected by androgenic alopecia, with overall baldness rates rising with age. This has led to growing interest in male-focused hair regrowth products, including shampoos, serums, and treatments tailored for male scalp and hair conditions. Targeted marketing efforts featuring male influencers and expert endorsements are further encouraging men to adopt these solutions, making them a fast-growing consumer segment.

## **Key Market Challenges**

### **Prevalence of Counterfeit and Unregulated Products**

The proliferation of counterfeit and unregulated hair growth products poses a significant challenge in Mexico. Easily accessible via online platforms and informal retail outlets, these low-cost, substandard items often mimic genuine brands and make misleading claims. Consumers using these fake products risk adverse effects such as scalp irritation, allergic reactions, and further hair loss. The lack of stringent enforcement and monitoring of these products undermines consumer confidence, damages brand credibility, and puts added pricing pressure on legitimate manufacturers. The unchecked presence of counterfeit goods complicates market growth and endangers user safety.

## **Key Market Trends**

### **Rising Demand for Natural and Organic Formulations**

A major trend in Mexico's hair growth products market is the increasing demand for natural and organic alternatives. Consumers are actively avoiding products containing harsh chemicals like parabens, sulfates, and artificial fragrances. Instead, there is a growing preference for herbal oils, plant-based serums, and shampoos with ingredients like castor oil, rosemary, and aloe vera, which are perceived as safer and more sustainable. This shift toward clean beauty is encouraging brands to adopt transparent labeling, eco-friendly practices, and culturally relevant formulations, reflecting consumer priorities around health, wellness, and environmental responsibility.

## **Key Market Players**

Unilever PLC

L'Oréal SA

Johnson & Johnson Services, Inc.

The Procter & Gamble Company

Genomma Lab Internacional, S.A.B. de C.V.

Henkel AG & Co. KGaA

Kao Corporation

Beiersdorf AG

Alticor Global Holdings Inc. (Amway Corp.)

The Estée Lauder Companies Inc

## **Report Scope:**

In this report, the Mexico Hair Growth Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mexico Hair Growth Products Market, By Product Type:

Shampoo

Conditioner

Serum

Oil

Supplements

Others

## Mexico Hair Growth Products Market, By Gender

Men

Women

## Mexico Hair Growth Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

## Mexico Hair Growth Products Market, By Region:

North

Central

Central North

South

Company Profiles: Detailed analysis of the major companies presents in the Mexico Hair Growth Products Market.

### **Available Customizations:**

Mexico Hair Growth Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

*Mexico Hair Growth Products Market, By Product Type (Shampoos, Conditioners, Serums, Oils, Supplements, Others...*



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