

Personal Care Appliances in Mexico

Market Direction | 2022-12-19 | 38 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a significant impact on personal care appliances in Mexico. On the one hand, as consumers worked and studied from home and socialised less, with restrictions on social gatherings like weddings, baptisms, birthday parties and quinceaneras - a special celebration of a girl's 15th birthday - the demand fell for hair care appliances. As hair care appliances accounts for the bulk of retail volume sales, this determined an overall dip in retail volume sales of personal care a...

Euromonitor International's Personal Care Appliances 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 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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Hair care appliances remains a drag on overall sales despite an improved performance

Beauty influencers having a positive effect on demand

E-commerce continues to thrive as consumers become comfortable shopping online

PROSPECTS AND OPPORTUNITIES

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New product development and innovation could be key as competition grows

Foreo gaining attention with innovative range of electric facial cleansers

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