

Sanitary Protection in Mexico

Market Direction | 2023-03-08 | 23 pages | Euromonitor

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Report description:

Sanitary protection continued to be highly advertised and promoted in hypermarkets and supermarkets throughout Mexico. In response to heightened price-sensitivity in the wake of the economic fallout of COVID-19, players used discounts, bundles and free gifts with purchases to win over consumers. The owners of important brands like Saba (Essity) and Kotex (Kimberly-Clark de Mexico) relied heavily on discounts and promotions throughout 2020, and brand owners continued to use these tools in 2021 as...

Euromonitor International's Sanitary Protection 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Sanitary Protection 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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