

## **Bath and Shower in Mexico**

Market Direction | 2023-06-05 | 25 pages | Euromonitor

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### **Report description:**

Bar soap still remains the best-selling product in bath and shower in Mexico, but the convenience offered by liquid formats is becoming increasingly attractive to Mexicans. While liquid soap was already gaining ground over bar soap, the growing popularity of liquid soap refill packs is pushing the format forward, as it allows families to purchase a single dispenser and refill it regularly. Additionally, the refill format narrows the price gap with bar soap, offering more value to consumers. For...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

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## **Table of Contents:**

Bath and Shower in Mexico  
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List Of Contents And Tables

### **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 1 Sales of Bath and Shower by Category: Value 2017-2022

Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 7 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

### **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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

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

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

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

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

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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#### **SOURCES**

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