

Deodorants in Mexico

Market Direction | 2023-06-05 | 24 pages | Euromonitor

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Report description:

Traditionally, brands have focused their marketing on TV spots that emphasise the ability of their deodorants to keep consumers fresh, while also helping to make them more attractive. For example, Axe is a brand that has found success by focusing on the potential of its deodorant sprays to make men more attractive to women, with sensuality and dating the main themes of its marketing. However, Axe turned towards new marketing platforms towards the end of the review period as it looked to expand i...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Brands bet on new marketing platforms to promote their deodorants

Scent takes centre stage as companies seek to close the gap with fragrances

Consumers assess more natural formulations in deodorants as health concerns grow

PROSPECTS AND OPPORTUNITIES

Players focus on adapting their product positioning to benefit from the growth of e-commerce

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