

Home Care in Mexico

Market Direction | 2024-02-21 | 65 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

In 2023, the home care industry in Mexico returned to retail volume growth, which was the trend seen pre-pandemic, although it was not able to return to the 2019 level of sales. Meanwhile, current value growth remained dynamic due to continued high inflation, although the increase was slower than in the previous year. Growth was seen by both measures across all the main categories, with home insecticides performing particularly well. Home insecticides found an opportunity for growth due to the s...

Euromonitor International's Home Care in Mexico market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Home Care in Mexico
Euromonitor International
February 2024

List Of Contents And Tables

HOME CARE IN MEXICO

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scents and segmentation are the leading trends in laundry care in 2023

Concentrated formulae offer cost-saving, while delivering an eco-friendly approach

Brands bet on multipurpose products

PROSPECTS AND OPPORTUNITIES

Liquid detergents will be increasingly popular, but new formats are also set to emerge, including sheets

Sustainability likely to be a driving force in the forecast period

Private label will play an increasingly important role

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 □LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Customers seek efficacy, as well as cost savings through products that last longer

Increasing usage occasions with new variants in hand dishwashing

Axion and Eficaz improve their positions through product development

PROSPECTS AND OPPORTUNITIES

Eco-friendly brands likely to attract consumers

Mexicans seem more willing to purchase and use dishwashers

Catering to Millennials will be important, as well as offering price promotions

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disinfectant loses strength as a claim, while wellbeing is increasingly important

Brands bet on multipurpose products and econopacks

Smaller players compete for space in a highly consolidated landscape

PROSPECTS AND OPPORTUNITIES

Continued volume growth expected, as hygiene remains important to consumers

Sustainability set to remain a trend in both products and packaging

New channels in the spotlight

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth is maintained, but is hampered by the popularity of surface care products

New references contribute to growth in bleach

Cloralex maintains its lead, but private label plays an increasingly important role

PROSPECTS AND OPPORTUNITIES

Brands will need to emphasise customer education and eliminate stereotypes to maintain demand

Innovations likely to continue to be seen in bleach

New distribution channels will be in the spotlight

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth, although toilet care remains a small category due to competition

New scents and improved formulae deliver a better experience

SC Johnson and Reckitt Benckiser dominate, despite increasing competition

PROSPECTS AND OPPORTUNITIES

Stable but modest volume growth expected, due to competition from other home care categories

Access to new products online, which may move into store-based retailers

The need to cater to Millennials with sustainable products and social networking

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoe polish maintains solid growth due to normalisation of consumers' lives

Increasing segmentation, with the offer of specialised products

E-commerce marketplaces sell new brands and increase price competition

PROSPECTS AND OPPORTUNITIES

Minimal volume growth expected in a mature category

Private label lines will have an increasingly important position on shelves

Eco-friendly brands set to attract customers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players launch different formats to segment the consumer base

Brands add value to their products to attract different consumer groups

Price attractiveness is important to consumers in a difficult economic situation

PROSPECTS AND OPPORTUNITIES

Stable volume demand in air care over the forecast period

Private label likely to play an increasingly important role

Millennials will be an important consumer group to target in Mexico

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to focus on hygiene in their living environment

Brands bet on natural ingredients and scents to differentiate and attract consumers

Brands focus on their efficacy against dengue-transmitting mosquitoes as cases rise

PROSPECTS AND OPPORTUNITIES

Innovation likely to come in the form of packaging improvements

Further eco-friendly brands likely to be launched and attract customers

High potential for retail e-commerce

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in Mexico

Market Direction | 2024-02-21 | 65 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com