

## **Menstrual Care in Mexico**

Market Direction | 2024-04-09 | 24 pages | Euromonitor

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### **Report description:**

Menstrual care saw both retail volume and current value growth in Mexico in 2023. In menstrual care, the aftermath of 2022's inflation-heightened consumer price sensitivity compelled brands to engage in a promotional arms race within hypermarkets and supermarkets. Brands deployed an array of strategies, from discounts and bundled offers to complimentary gifts, encompassing not only menstrual care products such as pads, wipes, and shampoos, but also beauty items and household goods. This aggressi...

Euromonitor International's Menstrual Care 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, 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 Menstrual 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.

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