

## **Beauty and Personal Care in Mexico**

Market Direction | 2024-07-15 | 150 pages | Euromonitor

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### **Report description:**

Beauty and personal care continued its positive recovery in Mexico in 2023, thanks to an increasingly favourable economic landscape. This is characterised by a historic low unemployment rate of 2.87% and the appreciation of the MXN against the USD, creating the phenomenon of the "Super Peso." This has strengthened the purchasing power of Mexican consumers, especially for imported premium beauty and personal care products. Additionally, inflation rates eased, and poverty rates saw a consistent de...

Euromonitor International's Beauty and Personal 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 Beauty and Personal 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.

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## **Table of Contents:**

Beauty and Personal Care in Mexico

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List Of Contents And Tables

### **BEAUTY AND PERSONAL CARE IN MEXICO**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

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

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

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

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

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

#### **DISCLAIMER**

#### **SOURCES**

Summary 1      Research Sources

### **MASS BEAUTY AND PERSONAL CARE IN MEXICO**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Macroeconomic conditions are favourable for mass beauty and personal care

Pop culture trends influence mass beauty and personal care

Direct selling players evolve in order to grow in a challenging environment

#### **PROSPECTS AND OPPORTUNITIES**

Music and videogames: evolving ways to interact with consumers

TikTok becomes the key social media platform for mass beauty and personal care

E-commerce sales will continue to grow for mass brands

#### **CATEGORY DATA**

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

### **PREMIUM BEAUTY AND PERSONAL CARE IN MEXICO**

#### **KEY DATA FINDINGS**

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## 2023 DEVELOPMENTS

Macroeconomic conditions support premiumisation trend

Pop-up stores, boutiques and beauty specialists: the evolving landscape of premium beauty and personal care

Premium beauty and personal care provides an affordable luxury

## PROSPECTS AND OPPORTUNITIES

New Mexican players tap into the potential of premium beauty and personal care

New and more dynamic ways to engage with customers

Premiumisation of mass beauty and personal care is a growing challenge for premium products

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## BABY AND CHILD-SPECIFIC PRODUCTS IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Parents become more demanding about products for their children's care

Sustainability grows in importance, as parents desire a brighter future

Protecting children's skin is a top priority

## PROSPECTS AND OPPORTUNITIES

Decreasing birth rates are set to affect the category

Parents seek more value for their money

Baby and child-specific products can support families in their bonding moments

## CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## BATH AND SHOWER IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience supports ongoing shift towards liquid formats

The Mexican government imposes protectionist measures on soap imports

Competition is driven by a focus on low prices and value for money

## PROSPECTS AND OPPORTUNITIES

Liquid formats present opportunities for innovation in a saturated market

Hand sanitisers shows room for ongoing growth

Matching product claims with consumer expectations is key to success

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## CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## COLOUR COSMETICS IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pop culture is heavily influencing makeup trends

Clean beauty is a growing trend in colour cosmetics

Premiumisation and "dupes" set consumption patterns

#### PROSPECTS AND OPPORTUNITIES

E-commerce is growing in importance for sales of colour cosmetics

Colour and style trends for 2024 onwards: how will makeup evolve?

"Skinification" trend is driving colour cosmetics into skin care territory

## CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## DEODORANTS IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brands bet on innovative marketing platforms to promote their deodorants

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

Healthier ingredients in deodorants resonate with consumers

#### PROSPECTS AND OPPORTUNITIES

Players adapt their product positioning to benefit from the growth of e-commerce

Sprays and sticks attract attention in deodorants

Natural alternatives like alum stone are preferred by some wary consumers

## CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

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Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

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

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

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

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rebound in travel and tourism is helping to drive sales in depilatories

Razors are preferred due to being seen as less harmful towards the skin

Procter & Gamble maintains its lead thanks to the widespread success of its Gillette brand

### PROSPECTS AND OPPORTUNITIES

Feminism is changing paradigms around depilatories

Depilatories brands see opportunities for promotion over social media

Competition from professional hair removal services might hamper sales

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Leading brand Jafra continues to benefit from its Betterware acquisition

A buoyant economy is helping to drive sales in premium fragrances

Dupes are evolving: Higher quality products close the gap with the originals

### PROSPECTS AND OPPORTUNITIES

Sustainability is rising in importance in fragrances

The culture around fragrances has matured in Mexico, defining taste and consumption habits

Fragrances offer a form of accessible luxury

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

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

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

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN MEXICO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

"Skinification" trends develop in hair care, as consumers seek to look after their scalps

Salon professional hair care is supported by an improving economy

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Professional colouring services grow, hampering the demand for retail colourants

#### PROSPECTS AND OPPORTUNITIES

Bolder and ambitious hairstyles require greater care

Local brands can add value through unique offerings

Sustainability keeps making way into hair care, especially through solid formats

#### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### MEN'S GROOMING IN MEXICO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Volume sales strengthen, but perceptions of masculinity remain a challenge for men's grooming

Men's grooming geared more towards wealthier households and single men

Smaller players finding their own voices in men's grooming

#### PROSPECTS AND OPPORTUNITIES

TikTok is teaching the next generation of young men how to take care of themselves

New advertising avenues change how brands interact with consumers

Changing the focus from "manliness" to men's needs

#### CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

#### ORAL CARE IN MEXICO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Consumers are demanding more sustainable oral care products

Whitening solutions are drawing attention from consumers

Ingredient-based trends increasingly benefit oral care

#### PROSPECTS AND OPPORTUNITIES

A concerning oral health scenario presents a good opportunity for growth through education and accessibility

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Gums can also benefit from the "skinification" trend

Growing interest in power toothbrushes highlights the premiumisation of oral care

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN MEXICO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Ingredients are key for consumers seeking skin care products

Mass brands leverage premiumisation trends to enhance their image

Dermocosmetics remain in the spotlight, but there is a catch

##### PROSPECTS AND OPPORTUNITIES

Premiumisation trends drive the growth of the "dupes" phenomenon in skin care

Sustainability is a growing concern in skin care, driven by brands, consumers and the government

Could CBD be the new breakthrough ingredient?

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN MEXICO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

A buoyant travel industry is driving demand for sun care

Concerns about chemical pollution shape consumers' decisions

Innovation is key for brands to stand out in sun care

##### PROSPECTS AND OPPORTUNITIES

Sun care set to face competition from other multifunctional skin care and colour cosmetics products.

"Skinification" of sun care should help to add value to the category

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Competition set to heat up as brands target different price segments with varied offers

#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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