

Deodorants in Mexico

Market Direction | 2024-07-15 | 25 pages | Euromonitor

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Report description:

Sales in deodorants remained supported by baseline demand in Mexico in 2023, with various activities seen around brand promotions. For example, Unilever's popular Axe brand, which comes in second brand place to Old Spice from Procter & Gamble, has been adapting its marketing strategies to broaden its appeal beyond traditional TV advertising, which has historically emphasised the product's freshness and attractiveness enhancement qualities. In recent years, Axe has notably shifted towards newer p...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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

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Table of Contents:

Deodorants in Mexico
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List Of Contents And Tables

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 1 Sales of Deodorants by Category: Value 2018-2023
Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023
Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 4 NBO Company Shares of Deodorants: % Value 2019-2023
Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023
Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028
Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

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 10 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

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