

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.

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Euromonitor International
July 2024

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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

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