

Depilatories in Mexico

Market Direction | 2024-07-15 | 23 pages | Euromonitor

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Report description:

Sales in depilatories in Mexico in 2023 were supported by the rebounding travel and tourism industry, following the era of the pandemic when holidays were curbed. In 2023, Mexico's travel industry continued to demonstrate robust growth, albeit at a slower pace compared to the explosive recovery observed in the prior years of 2021 and 2022. According to Euromonitor International data, the industry saw a healthy increase in value of 17.8%. This growth underscores a sustained demand for travel expe...

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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DEPILATORIES IN MEXICO

KEY DATA FINDINGS

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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

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