

Men's Grooming in Mexico

Market Direction | 2024-07-15 | 28 pages | Euromonitor

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Report description:

Men's grooming strengthened in Mexico in 2023, with volume sales returning to positive figures after the slumps seen over the previous years. However, the category continues to face certain challenges. Men's skin care still has a relatively low penetration due to perceptions around masculinity within the country, which are limiting usage. While there is a growing customer base for men's grooming products in beauty and personal care, the industry continues to put efforts into redefining the conce...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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