

Sun Care in Mexico

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

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Report description:

Sun care saw robust value and volume sales in Mexico in 2023, strongly driven by the buoyancy in travel and tourism industries. Indeed, in 2023, Mexico's travel industry showcased strong double-digit growth in current value terms, according to Euromonitor International's Travel data, spurred by a marked increase in family excursions and holidays. This surge in tourism, particularly towards local resorts and coastlines, is thus significantly boosted sales of sun care products, as the usage increa...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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.

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Concerns about chemical pollution shape consumers' decisions

Innovation is key for brands to stand out in sun care

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