

## **Mexico Hair Care Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-06-05 | 138 pages | EMR Inc.

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### **Report description:**

The Mexico hair care market was valued at USD 1.25 Billion in 2024. The industry is expected to grow at a CAGR of 3.80% during the forecast period of 2025-2034. As the awareness about hair health is increasing among consumers, the demand for high-quality hair care products has significantly surged. Consumers are now requiring specialized therapies such as hair loss treatments, dandruff control, and products that cater to their specific hair types. The situation boosts considerable opportunities for both premium and professional grades of haircare firms. In turn, all these factors have resulted in the market attaining a valuation of USD 1.82 Billion by 2034.

### Mexico Hair Care Market Overview

Professional hair care products are becoming increasingly popular in Mexico, which is one of the key Mexico hair care market trends. This is because of an increase in challenges related to hair loss, dryness, and split ends faced by Mexican consumers. Professional hair care products provide a scientifically tested method of combating these challenges by utilising essential hair care ingredients that replenish the scalp with nutrients and provide it with a soft lustre while promoting hair growth and making it silky. This is expected to propel the Mexico hair care market growth in the forecast period.

As consumers' awareness about harmful cosmetic chemicals in hair care products rises, the Mexico hair care market has witnessed an increase in demand for rosemary oil and other cruelty-free ingredients in hair care products. These ingredients impart an attractive aroma to the hair and make it appear aesthetically pleasing for a longer duration of time. Since natural sensory ingredients are sourced in an ethical way, the products help companies attract environmentally conscious consumers, which facilitates the Mexico hair care market growth.

The increase in demand for damage repair products is further driving the market expansion. Today, consumers grow their hair an average of three inches longer than in the previous decade, which is compounding the demand for products that can provide

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enhanced UV protection and strengthen the hair follicles from root to tip.

## Mexico Hair Care Market Growth

The increasing usage of organic and eco-friendly ingredients is a key niche driving the Mexico hair care market. With the global aim towards becoming environmentally conscious, more Mexican consumers are into the idea of using products with zero harsh chemicals and artificial ingredients. Therefore today, organic formulations housed in eco-friendly packages, particularly those having ingredients such as aloe vera, coconut oil, and argan oil, have seen increased traction in the market.

One of the biggest niches that is contributing to the growth of Mexico hair care market is the growing investments on hair loss treatments. With the growing social media influencing, more consumers in the age group of 30 and above are seeking solutions that can effectively intervene their hair loss challenges. Consequently, companies are developing shampoo, conditioner, and serums that can assist in phase-3 hair growth stimulant with fine ingredients like biotin, caffeine, and minoxidil. Awareness about hair loss solutions is growing in the country, thus, opening up significant market opportunities.

## Key Trends and Recent Developments

The key trends of the market include growing demand for organic and natural products, e-commerce growth and digital influence, focus on personalized and multifunctional products, and rising popularity of professional hair care brands.

### December 2024

Beginning in the middle of 2025, Natura & Co. intends to launch a franchise business model in Mexico. According to the corporation, the action is a component of a larger plan to bolster its sales team in the area.

### November 2024

CosmeticsDesign-Asia compiled the most recent hair care and damage products introduced in Mexico by Hair Rituel by Sisley, Klorane, and Ouai.

### July 2024

Lamellar Shine, a full line of products designed to wash, condition, and finish hair of all types and add shine like never before, was introduced by TRESemme.

### April 2022

Betterware de Mexico, a prominent direct-to-consumer business in Mexico successfully completed the acquisition of skincare company Jafra's operations in Mexico and the United States.

## Growing Demand for Organic and Natural Products

As per the Mexico hair care market analysis, there is a notable inclination toward organic and natural hair care products. Consumers today prefer products that are free from harmful chemicals, parabens, and sulphates. This move is driven by growing awareness of individual health against sustainability of the environment. Brands are increasingly incorporating organic elements like aloe vera, coconut oil, and argan oil for manufacturing mild and effective hair care products to align with the growing demand for eco-conscious consumers.

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## E-Commerce Growth and Digital Influence

E-commerce is becoming stronger as a distribution channel boosting the hair care demand in Mexico. An increasing number of consumers are turning to online platforms to buy their hair care essentials, for greater convenience and product variety. Beauty influencers on different social media platforms are increasingly shaping up consumer preference. This has made niche brands to enhance online presence and develop effective online marketing strategies to penetrate the market.

## Focus on Personalized and Multifunctional Products

Customized products are taking over the Mexico hair care market since a growing number of consumers are finding it comfortable to look for products specially made to cater their hair types. Multimodal products such as shampoo, conditioner, and serums, combined in a single bottle are fast gaining acceptance among the growing population as these significantly reduce time investments.

## Rising Popularity of Professional Hair Care Brands

The Mexico hair care market experiences an increased number of consumers seeking professional hair care or branded products like those applied in salons intended for professional use. As people learn more about hair care routines, hair porosity and more, they are demanding salon-quality products to incorporate in their everyday beauty rituals for quality results. Professional brands like L'Oreal Professional or Redken are moving deeper into the market, offering premium, superior products.

## Mexico Hair Care Market Opportunities

Online retailing is considered one of the best opportunities for hair care product companies in Mexico. With more consumers experiencing easy convenience with online shopping, especially in urban areas, digital platforms are expected to stretch growth avenues hair care brands. Companies will be able to reach out to a wider audience using multiple websites of e-commerce platforms. Amazon, local e-commerce sites, and social media can help connect companies to a broader spectrum of consumers, enhancing chances of long-term growth. Digital marketing strategies, influencer partnerships and target ads are likely to create brand visibility.

According to the Mexico hair care market analysis, there is an increasing number of men becoming increasingly concerned about hair. They are currently opting for valuable hair care products including shampoos, conditioners, or other assets meant to get their hair styled as per preference. This is part of a wider trend moving toward increasing personal concern and wellness. Brands could well leverage it through tailoring their products for men and packaging styles that can appeal to the male population.

## Mexico Hair Care Market Trends

Health and environmental awareness are currently driving Mexican populations to increasingly prefer ingredients such as coconut oil, aloe vera, and argan oil. Brands have shifted towards greener practices, including the use of biodegradable packaging along with cruelty-free product formulae. Thus, this change of movement influencing consumer behaviour and brand strategies, is currently accelerating the Mexico hair care market growth.

Social media platforms such as Instagram and YouTube which give voice to influencers have also contributed to the growing demand for hair care products in Mexico. These beauty influencers and vloggers are actively shaping consumer purchasing decisions, particularly among younger generations. Also, the use of digital marketing and reaching out via influencer partnerships and targeted ads allows the manufacturer to communicate much broader consumer base. This gradual transition to new online

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platforms enables hair care brands to engage in personalized and interactive experiences and eventually stimulate consumer interest and product sales over the digital medium.

#### Mexico Hair Care Market Restraints

□ Price sensitivity in most Mexican consumers is restricting the adoption of premium hair care brands, thereby challenging the growth of hair care market in Mexico. Brands need to find a balance between quality and pricing to suit a wide range of different income groups.

□ Unstable economy and cyclical recession periods often result in an acute fall in consumer spending for these premium commodities, affecting the course of consumption,

□ The main obstacle posed to the Mexico hair care market is the huge presence of fake and substandard products that infiltrate the personal and beauty sectors. Hair products are usually affected, leading to loss of market position and invaluable trust among customers.

#### Mexico Hair Care Industry Segmentation

□ Mexico Hair Care Market Report and Forecast 2025-2034 □ offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Product

- Shampoo
- Hair Colour
- Conditioner
- Hair Styling Products
- Hair Oil
- Others

##### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online Retailers
- Others

##### Market Breakup by Region

- Baja California
- Northern Mexico
- The Bajio
- Central Mexico
- Pacific Coast
- Yucatan Peninsula

#### Mexico Hair Care Market Share

#### Market Insights by Product

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The growing demand for specific problems like dandruff, hair loss, hydration has driven the demand for specialized shampoos in the Mexico hair care market. Consumers are increasingly seeking high-quality formulations that include natural ingredients, which are common in premium and organic shampoo brands. Huge demand for in-house ammonia-free hair dyeing and a desire for more personalized shades is accelerating further growth in the hair colour segment. The market further observes an ever-growing interest in proper scalp health, resulting in soaring sales of conditioners that nourish the skin to great depths and repair damaged hair, which lasts for a longer time, as the trend shifts to organic or sulphate-free product choices. An increase in personal grooming is also rendered by the rise in demand of hair styling products. Furthermore, consumers are in search of effective products including hair oils that do not damage the hair even though they provide strong hold, flexibility and easy application.

#### Market Analysis by Distribution Channel

Hypermarket and superstores are the main dominant distribution outlets driving the growth of the Mexico hair care market. This is due to their large reach and the one-stop shopping facility that consumers find useful. These retail outlets generally house most brands and offer discounts that further appeal to Mexican consumers. Convenience stores, on the other hand, work for people who need immediate solutions to hair challenges. These stores sell tried and tested products from low-priced hair-care brands. Beauty supplies stores and hair salons are growing more specialized, targeting premium, professional grade products. They offer exclusive advice and house high-quality brands that cater to specialized hair problems. Online retailers occupy significant market shares as these offer comfort and convenience for consumers, while offering products from international brands that the regions might not have.

#### Mexico Hair Care Market Regional Analysis

##### Baja California Hair Care Market Opportunities

The hair care market in Baja California is growing as consumers are becoming more aware of health and hygiene. Hair care trends in this region show an increasing focus on natural and organic-based products. Also, hair care products targeting specific hair concerns such as hair fall, dry hair, and dandruff are being highly demanded currently. E-commerce is picking up as a preferred channel for consumers to search for convenience when they go online shopping. Moreover, there is an increase in usage of professional products from the salon, as more people invest in high-end, tailor-made hair care solutions.

##### Northern Mexico Hair Care Market Insights

Northern Mexico hair care market depicts significant growth opportunities due to its close proximity to the United States and increasing acceptance of hair care product in affluent consumer base, driving awareness about premium hair care as well as pure-organic hair care products. As the count of technology-driven consumers rise up, the e-commerce platforms further accelerate the penetration of international brands. Again, with consumers showing rising appreciation of highly professional and salon-grade products, the market experiences potential growth opportunities for high quality and niche hair care companies.

##### The Bajio Hair Care Market Growth

Consumption is increasing in the Bajio region due to the growing demand for hair care products used by a particular target consumer segment along with the increase in the standard of living. Rising numbers of consumers buy high-quality, organic products to obtain a higher feeling of hydration and nourishment. Also, a considerable trend in the region is inclined towards digital shopping, making e-commerce a primary distribution channel. Those customized products like Dandruff defense and anti-hair fall drugs are on high demand in this region. Companies are likely to position well in this growing market aligning with sustainability goals.

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## Central Mexico Hair Care Market Outlook

The cultural and fashion centre of the region is located in Central Mexico which obtains significant share in the Mexico hair care market. This means that hair care and other personal care and beauty product trends frequently begin here before extending to other areas. Urbanisation and the concentration of young people and professionals in places like Mexico City and Puebla are increasing demand for cutting-edge and fashionable hair care products, particularly those that accommodate a variety of hair types.

## Pacific Coast hair care Market Dynamics

The Pacific Coast hair care market is boosted by foreign visitors who are drawn to places like Puerto Vallarta and Acapulco. Global hair care brands that appeal to both local and foreign customers are thus more well known in this region. Additionally, tourists frequently carry with them specialised hair care needs, like hydration and UV protection, which is fuelling the expansion of related goods. As people learn more about the standards of beauty around the world, locals also follow these international trends.

## Yucatan Peninsula Hair Care Market Insights

The hair care market on the Yucatan Peninsula is seeing growth due to an increased concentration on personal grooming and wellness. Most consumers here prefer hair care products, specifically that are sulphate-free, natural and eco-friendly. Moreover, the demand for ultraviolet ray protection and moisturizing hair care can be expected to soar as these align well with hot and semi-tropical climate conditions of this region.

## Competitive Landscape

The Mexico hair care market players are now expanding their online distribution channels to enhance product visibility and reach a wider consumer base. They are also innovating in packaging to offer convenient product sizes catering to the different customer preferences. Other initiatives focus on creating herbal and plant-based hair care products to fit the new preference of the market for more natural formulations. Such strategies by the Mexico hair care companies are aimed at capturing the bigger market share in the increasingly competitive hair care industry globally, catering to evolving consumer demand.

## Unilever

Founded in 1929, Unilever has a strong foothold in the Mexico hair care market. The company offers a vast array of the most popular brands, such as Dove, TRESemme, and Suave. Additionally, its campaign focuses on packaging sustainability and natural ingredients.

## The Procter & Gamble Company

Founded in 1837 and headquartered in Cincinnati, Ohio, Procter and Gamble houses brands like Pantene, Head & Shoulders, and Herbal Essences. Lauded for the innovation product quality, P&G develops hair product types designed for various haircare uses such as anti-dandruff products and hair fortification.

## L'Oreal S.A.

The French international personal care company L'Oreal S.A. is based in Clichy, Hauts-de-Seine, registered in Paris and was founded in 1909. The company boasts of an extensive portfolio of hair care products and is world-renowned for product innovation

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including hair color, care, and treatment.

Estee Lauder Companies Inc.

Based in New York City, The Estee Lauder Companies Inc. is a worldwide American cosmetics firm that manufactures and markets skincare, makeup, perfume, and hair care products. After L'Oreal, it is the second-biggest cosmetics company globally. The company primarily targets high-end hair care consumers who demand premium, salon-quality hair alternatives.

Other key players in the Mexico hair care market report are Johnson & Johnson Services, Inc., Henkel AG & Co. KGaA , and Genomma Lab Internacional, SAB de CV, among others.

Innovative Startups in the Mexico hair care Market

Innovative startups within the Mexico hair care market concentrate mainly on marketing eco-friendliness and economic empowerment by adopting personalization and e-commerce. Due to the high demand for the use of natural ingredients in the products of organic and eco-friendly hair care line, most manufacturers have accommodated ingredient-effective solutions.

Olaa

Olaa is one of the most forward-thinking incubators in the hair care field based in Mexico. The company primarily focuses its energy in developing as well as selling customized hair care solutions for individuals. Using data-driven insights, the company identifies the necessities of individual hair and devise tailored products for that same specific hair requirement.

Glam2Go

Glam2Go is redefining hair care in Mexico by providing on-demand mobile beauty services, which include specialized styling services and treatments. Consumers can book a date for their beauty treatments through the call center of the brand and enjoy all the salon services at their homes. By combing hair care with convenience, Glam2Go briefs about the value proposition aimed at time-sensitive consumers seeking personalized, high-quality experiences.

## **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices
  - 1.6 Recent Trends and Developments
  - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power

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- 2.6 Key Market Opportunities and Risks
- 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Latin America Hair Care Market Overview
  - 5.1 Key Industry Highlights
  - 5.2 Latin America Hair Care Historical Market (2018-2024)
  - 5.3 Latin America Hair Care Market Forecast (2025-2034)
  - 5.4 Latin America Hair Care Market Share by Country
    - 5.4.1 Brazil
    - 5.4.2 Argentina
    - 5.4.3 Mexico
    - 5.4.4 Others
- 6 Mexico Hair Care Market Overview
  - 6.1 Key Industry Highlights
  - 6.2 Mexico Hair Care Historical Market (2018-2024)
  - 6.3 Mexico Hair Care Market Forecast (2025-2034)
- 7 Mexico Hair Care Market by Product
  - 7.1 Shampoo
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 Hair Colour
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
  - 7.3 Conditioner
    - 7.3.1 Historical Trend (2018-2024)
    - 7.3.2 Forecast Trend (2025-2034)
  - 7.4 Hair Styling Products
    - 7.4.1 Historical Trend (2018-2024)
    - 7.4.2 Forecast Trend (2025-2034)
  - 7.5 Hair Oil
    - 7.5.1 Historical Trend (2018-2024)
    - 7.5.2 Forecast Trend (2025-2034)
  - 7.6 Others
- 8 Mexico Hair Care Market by Distribution Channel
  - 8.1 Supermarkets and Hypermarkets
    - 8.1.1 Historical Trend (2018-2024)

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- 8.1.2 Forecast Trend (2025-2034)
- 8.2 Convenience Stores
  - 8.2.1 Historical Trend (2018-2024)
  - 8.2.2 Forecast Trend (2025-2034)
- 8.3 Speciality Stores
  - 8.3.1 Historical Trend (2018-2024)
  - 8.3.2 Forecast Trend (2025-2034)
- 8.4 Online Retailers
  - 8.4.1 Historical Trend (2018-2024)
  - 8.4.2 Forecast Trend (2025-2034)
- 8.5 Others
- 9 Mexico Hair Care Market by Region
  - 9.1 Baja California
    - 9.1.1 Historical Trend (2018-2024)
    - 9.1.2 Forecast Trend (2025-2034)
  - 9.2 Northern Mexico
    - 9.2.1 Historical Trend (2018-2024)
    - 9.2.2 Forecast Trend (2025-2034)
  - 9.3 The Bajio
    - 9.3.1 Historical Trend (2018-2024)
    - 9.3.2 Forecast Trend (2025-2034)
  - 9.4 Central Mexico
    - 9.4.1 Historical Trend (2018-2024)
    - 9.4.2 Forecast Trend (2025-2034)
  - 9.5 Pacific Coast
    - 9.5.1 Historical Trend (2018-2024)
    - 9.5.2 Forecast Trend (2025-2034)
  - 9.6 Yucatan Peninsula
    - 9.6.1 Historical Trend (2018-2024)
    - 9.6.2 Forecast Trend (2025-2034)
- 10 Market Dynamics
  - 10.1 SWOT Analysis
    - 10.1.1 Strengths
    - 10.1.2 Weaknesses
    - 10.1.3 Opportunities
    - 10.1.4 Threats
  - 10.2 Porter's Five Forces Analysis
    - 10.2.1 Supplier's Power
    - 10.2.2 Buyers Powers
    - 10.2.3 Threat of New Entrants
    - 10.2.4 Degree of Rivalry
    - 10.2.5 Threat of Substitutes
  - 10.3 Key Indicators for Demand
  - 10.4 Key Indicators for Price
- 11 Trade Data Analysis (HS Code - 335)
  - 11.1 Major Importing Countries
    - 11.1.1 By Volume

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- 11.1.2 By Value
- 11.2 Major Exporting Countries
  - 11.2.1 By Volume
  - 11.2.2 By Value
- 12 Competitive Landscape
  - 12.1 Supplier Selection
  - 12.2 Key Global Players
  - 12.3 Key Regional Players
  - 12.4 Key Player Strategies
  - 12.5 Company Profiles
    - 12.5.1 Unilever Plc
      - 12.5.1.1 Company Overview
      - 12.5.1.2 Product Portfolio
      - 12.5.1.3 Demographic Reach and Achievements
      - 12.5.1.4 Certifications
    - 12.5.2 The Procter & Gamble Company
      - 12.5.2.1 Company Overview
      - 12.5.2.2 Product Portfolio
      - 12.5.2.3 Demographic Reach and Achievements
      - 12.5.2.4 Certifications
    - 12.5.3 L'Oreal S.A
      - 12.5.3.1 Company Overview
      - 12.5.3.2 Product Portfolio
      - 12.5.3.3 Demographic Reach and Achievements
      - 12.5.3.4 Certifications
    - 12.5.4 Estee Lauder Companies Inc.
      - 12.5.4.1 Company Overview
      - 12.5.4.2 Product Portfolio
      - 12.5.4.3 Demographic Reach and Achievements
      - 12.5.4.4 Certifications
    - 12.5.5 Johnson & Johnson Services, Inc.
      - 12.5.5.1 Company Overview
      - 12.5.5.2 Product Portfolio
      - 12.5.5.3 Demographic Reach and Achievements
      - 12.5.5.4 Certifications
    - 12.5.6 Henkel AG & Co. KGaA
      - 12.5.6.1 Company Overview
      - 12.5.6.2 Product Portfolio
      - 12.5.6.3 Demographic Reach and Achievements
      - 12.5.6.4 Certifications
    - 12.5.7 Genomma Lab Internacional, SAB de CV
      - 12.5.7.1 Company Overview
      - 12.5.7.2 Product Portfolio
      - 12.5.7.3 Demographic Reach and Achievements
      - 12.5.7.4 Certifications
    - 12.5.8 Nattura Laboratorios, S.A. de C.V.
      - 12.5.8.1 Company Overview

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- 12.5.8.2 Product Portfolio
- 12.5.8.3 Demographic Reach and Achievements
- 12.5.8.4 Certifications
- 12.5.9 Others

**Mexico Hair Care Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

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