

Mexico Shampoo Market Outlook Report - Market Size, Share Analysis and Forecast (2025-2034)

Market Report | 2025-06-05 | 117 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

Report description:

The Mexico shampoo market size is projected to grow at a CAGR of 4.90% between 2025 and 2034. The market is being driven by the growing trend of sustainability and the rising demand for shampoos made with natural ingredients.

Mexico produces the second-largest volume of plastic waste in Latin America. This has given rise to widespread consumer concerns surrounding the sustainability of using shampoo in plastic packaging. Hence, market players like Unilever are focusing on establishing refill stations for shampoos which not only reduce the cost of repeated shampoo purchases but also have a lower environmental impact. This is expected to drive the Mexico shampoo market expansion in the forecast period.

The rising popularity of waterless hair care products is one of the key Mexico shampoo market trends. This is because they can be made into bars, sprays, powders, and many other forms. They incorporate natural ingredients into their formulations and are more sustainable than traditional choices of shampoo as they consume less water during the stages of production and transportation.

With the proliferation of hair-related concerns, companies are focusing on manufacturing multifunctional shampoos for consumers. These hair care products incorporate a wide range of vitamins and minerals that cleanse, condition, protect, and repair hair damage from roots to tips with each use.

Product customisation is aiding the Mexico shampoo market growth, with an increasing number of manufacturers focusing on providing consumer-specific products. By incorporating a wide range of active ingredients and additives into base formulations, consumers get a specialised shampoo. This trend of personalisation is expected to accelerate the market growth in the forecast period.

Market Segmentation

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Breakup by Product Type

- Medicated
- Non-medicated

Market Breakup by Price Category

- Mass
- Premium

Market Breakup by End User

- Men
- Women
- Kids

Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Drug Stores and Pharmacies
- Online
- Others

Market Breakup by Region

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

Competitive Landscape

The key Mexico shampoo market players are:

- L'Oreal SA
- Unilever Plc
- Johnson & Johnson Consumer Inc.
- Procter and Gamble Company
- Colgate-Palmolive Company
- Natura and Co.
- Sundial Brands LLC
- DS Healthcare Group Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Others

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
 - 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 Shampoo Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Latin America Shampoo Historical Market (2018-2024)
 - 5.3 Latin America Shampoo Market Forecast (2025-2034)
- 6 Mexico Shampoo Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Mexico Shampoo Historical Market (2018-2024)
 - 6.3 Mexico Shampoo Market Forecast (2025-2034)
- 7 Mexico Shampoo Market by Product Type
 - 7.1 Medicated
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Non-medicated
 - 7.2.1 Historical Trend (2018-2024)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.2.2 Forecast Trend (2025-2034)
- 8 Mexico Shampoo Market by Price Category
 - 8.1 Mass
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Premium
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
- 9 Mexico Shampoo Market by End User
 - 9.1 Men
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Women
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Kids
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 10 Mexico Shampoo Market by Distribution Channel
 - 10.1 Supermarkets/Hypermarkets
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 Convenience Stores
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 Drug Stores and Pharmacies
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 Online
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Others
- 11 Mexico Shampoo Market by Region
 - 11.1 Baja California
 - 11.1.1 Historical Trend (2018-2024)
 - 11.1.2 Forecast Trend (2025-2034)
 - 11.2 Northern Mexico
 - 11.2.1 Historical Trend (2018-2024)
 - 11.2.2 Forecast Trend (2025-2034)
 - 11.3 The Bajio
 - 11.3.1 Historical Trend (2018-2024)
 - 11.3.2 Forecast Trend (2025-2034)
 - 11.4 Central Mexico
 - 11.4.1 Historical Trend (2018-2024)
 - 11.4.2 Forecast Trend (2025-2034)
 - 11.5 Pacific Coast
 - 11.5.1 Historical Trend (2018-2024)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11.5.2 Forecast Trend (2025-2034)
- 11.6 Yucatan Peninsula
 - 11.6.1 Historical Trend (2018-2024)
 - 11.6.2 Forecast Trend (2025-2034)
- 12 Market Dynamics
 - 12.1 SWOT Analysis
 - 12.1.1 Strengths
 - 12.1.2 Weaknesses
 - 12.1.3 Opportunities
 - 12.1.4 Threats
 - 12.2 Porter's Five Forces Analysis
 - 12.2.1 Supplier's Power
 - 12.2.2 Buyers Powers
 - 12.2.3 Threat of New Entrants
 - 12.2.4 Degree of Rivalry
 - 12.2.5 Threat of Substitutes
 - 12.3 Key Indicators for Demand
 - 12.4 Key Indicators for Price
- 13 Value Chain Analysis
- 14 Trade Data Analysis (HS Code: 33510)
 - 14.1 Major Importing Countries
 - 14.1.1 By Volume
 - 14.1.2 By Value
 - 14.2 Major Exporting Countries
 - 14.2.1 By Volume
 - 14.2.2 By Value
- 15 Competitive Landscape
 - 15.1 Supplier Selection
 - 15.2 Key Global Players
 - 15.3 Key Regional Players
 - 15.4 Key Player Strategies
 - 15.5 Company Profiles
 - 15.5.1 L'Oreal SA
 - 15.5.1.1 Company Overview
 - 15.5.1.2 Product Portfolio
 - 15.5.1.3 Demographic Reach and Achievements
 - 15.5.1.4 Certifications
 - 15.5.2 Unilever Plc
 - 15.5.2.1 Company Overview
 - 15.5.2.2 Product Portfolio
 - 15.5.2.3 Demographic Reach and Achievements
 - 15.5.2.4 Certifications
 - 15.5.3 Johnson & Johnson Consumer Inc.
 - 15.5.3.1 Company Overview
 - 15.5.3.2 Product Portfolio
 - 15.5.3.3 Demographic Reach and Achievements
 - 15.5.3.4 Certifications

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 15.5.4 Procter and Gamble Company
 - 15.5.4.1 Company Overview
 - 15.5.4.2 Product Portfolio
 - 15.5.4.3 Demographic Reach and Achievements
 - 15.5.4.4 Certifications
- 15.5.5 Colgate-Palmolive Company
 - 15.5.5.1 Company Overview
 - 15.5.5.2 Product Portfolio
 - 15.5.5.3 Demographic Reach and Achievements
 - 15.5.5.4 Certifications
- 15.5.6 Natura and Co.
 - 15.5.6.1 Company Overview
 - 15.5.6.2 Product Portfolio
 - 15.5.6.3 Demographic Reach and Achievements
 - 15.5.6.4 Certifications
- 15.5.7 Sundial Brands LLC
 - 15.5.7.1 Company Overview
 - 15.5.7.2 Product Portfolio
 - 15.5.7.3 Demographic Reach and Achievements
 - 15.5.7.4 Certifications
- 15.5.8 DS Healthcare Group Inc.
 - 15.5.8.1 Company Overview
 - 15.5.8.2 Product Portfolio
 - 15.5.8.3 Demographic Reach and Achievements
 - 15.5.8.4 Certifications
- 15.5.9 Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Mexico Shampoo Market Outlook Report - Market Size, Share Analysis and Forecast
(2025-2034)**

Market Report | 2025-06-05 | 117 pages | EMR Inc.

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-06"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com