

Baby Personal Care in Mexico

Industry Report | 2025-08-14 | 46 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Baby Personal Care in Mexico

Summary

Baby Personal Care in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The baby personal care market includes retail sales of baby toiletries and diapers. The baby toiletries segment covers bath, lotion, oil, powder, shampoo, and wipes (baby toiletries). Diapers segment covers baby diaper, cloth diapers, and training diapers. The market is valued according to the retail selling price (RSP) and includes any applicable taxes.
- The Mexican baby personal care market recorded revenues of \$3,556.0 million in 2024, representing a compound annual growth rate (CAGR) of 8.2% between 2019-24.
- Market consumption volume increased with a CAGR of 4.3% between 2019-24, reaching a total of 544.7 million units in 2024.
- The growth of the Mexican baby personal care market during 2019-24 was driven by the rise in household income. According to Eurostat, in 2024, the net disposable income per household in Mexico reached \$34,089.3, up 28.8% from 2019. This rise in income significantly enhanced affordability, prompting a clear shift in consumer behavior from traditional cloth-based practices to modern, branded baby care solutions.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Mexico

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Mexico
- Leading company profiles reveal details of key baby personal care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Mexico baby personal care market with five year forecasts

Reasons to Buy

- What was the size of the Mexico baby personal care market by value in 2024?
- What will be the size of the Mexico baby personal care market in 2029?
- What factors are affecting the strength of competition in the Mexico baby personal care market?
- How has the market performed over the last five years?
- Who are the top competitors in Mexico's baby personal care market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.1. Market share
- 7.2. Who are the leading players in the Mexican baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered over the same period (2019-24)?
- 7.5. What are the most popular brands in the Mexican baby personal care market?
- 7.6. What have been the most significant developments in the Mexican baby personal care market in 2024?
- 8 Company Profiles
 - 8.1. Kimberly-Clark Corp
 - 8.2. Ontex Group NV
 - 8.3. The Procter & Gamble Co
 - 8.4. Kenvue Inc
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Baby Personal Care in Mexico

Industry Report | 2025-08-14 | 46 pages | MarketLine

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 licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-06
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com