

Feminine Hygiene in Mexico

Industry Report | 2025-09-11 | 46 pages | MarketLine

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Report description:

Feminine Hygiene in Mexico

Summary

Feminine Hygiene in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 feminine hygiene market includes retail sales of sanitary pads, women's disposable razors & blades, internal cleansers & sprays, pantliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Mexican feminine hygiene market recorded revenues of \$770.1 million in 2024, representing a compound annual growth rate (CAGR) of 8.8% between 2019-24.
- Market consumption volume increased with a CAGR of 4.0% between 2019-24, reaching a total of 418.4 million units in 2024.
- The Mexican feminine hygiene market experienced strong growth during 2019-24, supported by several structural and social changes. Key drivers included policy changes on menstrual products, government and NGO initiatives to provide pads and tampons in schools, and awareness campaigns that reduced stigma around menstruation.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the feminine hygiene market in Mexico
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market

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in Mexico

- Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Mexico feminine hygiene market with five year forecasts by both value and volume

Reasons to Buy

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

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