

## **Mexico Beauty And Personal Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 80 pages | Mordor Intelligence

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### **Report description:**

Mexico Beauty And Personal Care Market Analysis

The Mexico beauty and personal care market is expected to grow from USD 16.82 billion in 2025 to USD 17.65 billion in 2026 and is forecast to reach USD 22.47 billion by 2031 at 4.95% CAGR over 2026-2031. Demand gains stem from rising disposable incomes among urban households, Gen Z's digital buying habits, and the near-shoring of manufacturing capacity that reinforces supply-chain resilience. Heavy foreign direct investment-up 43% in 2024-confirms Mexico's pull as a regional production hub, while regulatory upgrades by COFEPRIS accelerate product registrations and encourage innovation. Competitive intensity remains moderate, giving both incumbents and start-ups room to capture share in men's grooming, natural/organic formulas, and social-commerce channels. Raw-material cost swings and water scarcity are the chief margin headwinds, yet the sector's broad product mix and strong e-commerce momentum continue to cushion risk.

Mexico Beauty And Personal Care Market Trends and Insights

Rising Demand for Natural & Organic Formulations

Natural and organic products already hold 10% value share, and 84% of consumers say they will pay for sustainable items, prompting brands to secure ECOCERT or COSMOS seals to validate claims. Domestic innovators such as Aloe Jaumave have gained COSMOS v4 certification, evidencing how local players use accreditation to win shelf space. Trade-body CANIPEC reports the number of Mexican personal-care brands has tripled since 2013, most positioning around plant-based ingredients. Still,

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meeting NOM-119-SSA1-1994 for natural colorants raises testing costs and lengthens time-to-market, compelling small firms to partner with contract manufacturers that already comply.

## E-commerce and Social-Commerce Boom

Health and beauty e-commerce is largely gaining traction in the market, with emerging e-commerce TikTok Shop and Instagram Checkout shortening the path from product discovery to purchase, lifting repeat-order frequency among women over 35. Brick-and-click chains such as Farmacias del Ahorro have rolled out same-day delivery in 25 cities to keep share. Regulatory scrutiny is rising; COFEPRIS now issues 24-hour resolutions for certain OTC cosmetic modifications, smoothing digital assortment updates. Enhanced logistics, simplified customs rules for parcels under USD 2,500, and broader 4G coverage underpin the channel's outsized growth.

## Raw-Material Cost Volatility & FX Risk

Global energy inflation and freight spikes lifted input costs, squeezing formulators that rely on imported actives and packaging. The peso's fluctuations add budgeting complexity, compelling hedging or local sourcing when feasible. Water, which accounts for 9.6% of industrial usage, is becoming costlier as 150 aquifers are already over-exploited, pushing firms toward closed-loop or recycled-water systems. Near-shoring of ingredient supply from the U.S. and Brazil alleviates some FX risk, but smaller brands still struggle to pass on price hikes, dampening expansion plans.

Other drivers and restraints analyzed in the detailed report include:

Premiumization Backed by Higher Disposable Income Men's Grooming Adoption Surge Counterfeiting & Grey-Market Imports

For complete list of drivers and restraints, kindly check the Table Of Contents.

## Segment Analysis

Personal care products accounted for 83.27% of 2025 sales in the Mexican beauty and personal care market, underscoring their non-discretionary nature. Bath, oral, and deodorant lines anchor daily-use baskets, making the segment more resilient than color cosmetics during economic lulls. The personal-care slice of the Mexico beauty and personal care market size is set to advance at a 5.08% CAGR through 2031, aided by hygiene awareness that grew after the pandemic and by larger SKUs that enhance value perception. Skin-care routines are lengthening, propelled by high UV exposure and a maturing population looking for anti-age benefits.

Sustainability themes add growth momentum. Brands such as LoredAna rolled out refill stations and biodegradable jars to tap Mexico City's zero-waste shopper base. COFEPRIS enforcement of NOM-259-SSA1-2022 ensures that good manufacturing practices are met, giving incumbents with certified plants an edge. Rising water tariffs, though, elevate costs for rinse-off products, nudging formulators toward waterless bars and concentrates.

Mass products still deliver 70.59% of the 2025 value due to broad supermarket placement and low unit prices, yet premium offerings are widening appeal beyond elite shoppers. The premium slice of the Mexico beauty and personal care market size is forecast to climb at a 5.16% CAGR, roughly one percentage point above mass, through 2031. Department-store beauty halls and influencer tutorials reinforce perceptions of higher efficacy and status.

Premium brands often localize production, reducing FX exposure, and emphasize natural actives to justify mark-ups. Currency swings, on the other hand, can re-price imported SKUs overnight, prompting selective down-trading. Mass producers counter by

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launching "masstige" sub-lines, shrinking the attribute gap and defending shelf space.

The Mexico Beauty and Personal Care Market is Segmented by Product Type (Skin Care, Hair Care, Oral Care, Bath & Shower, Deodorants, Fragrances & Perfumes, Color Cosmetics), Category (Mass, Premium), Ingredient (Conventional/Synthetic, Natural/Organic), Distribution Channel (Supermarkets/Hypermarket, Drugstores/Pharmacies, and More) and Geography (Mexico). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oréal SA Unilever PLC Procter & Gamble Co. Colgate-Palmolive Co. Natura & Co. Beiersdorf AG Johnson & Johnson Services Inc. Estée Lauder Inc. Mary Kay Inc. Tio Nacho Mexican Herbs Haleon Plc Kimberly-Clark de Mexico Genomma Lab Internacional LVMH (Louis Vuitton Moët Hennessy) Lunalabs Kao Corp. Coty Inc. Revlon Inc. Shiseido Inc Laboratorios Avant SA

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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