

Oral Care in Mexico

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Oral care benefits from a return to old habits as COVID-19 fears subside

Consumers show willingness to invest in a wider range of oral care products as they look to achieve a Hollywood smile

As consumers return to the dentist oral hygiene problems come under the microscope

PROSPECTS AND OPPORTUNITIES

“Skinification” of oral care a growing trend

Increasing sophistication expected to be seen as players target wealthier consumers

Players focusing on offering more natural and sustainable solutions

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2017-2022

Table 2 - Sales of Oral Care by Category: % Value Growth 2017-2022

Table 3 - Sales of Toothbrushes by Category: Value 2017-2022

Table 4 - Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 6 - NBO Company Shares of Oral Care: % Value 2018-2022

Table 7 - LBN Brand Shares of Oral Care: % Value 2019-2022

Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 9 - LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 10 - Forecast Sales of Oral Care by Category: Value 2022-2027

Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 12 - Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

Beauty and Personal Care in Mexico - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/oral-care-in-mexico/report.