Fragrances in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Fragrances sees a strong recovery as consumers return to their old routines
Consumers invest in premium fragrances to help elevate their mood
Fragrances benefit from the growing desire to smell clean as well as feel clean

PROSPECTS AND OPPORTUNITIES
The desire for affordable luxury set to drive demand for premium fragrances
Gifting likely to play a key role in sales of fragrances
Sustainability a growing concern for manufacturers

CATEGORY DATA
Table 1 - Sales of Fragrances by Category: Value 2017-2022
Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2019-2022
Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 8 - Forecast Sales of Fragrances 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 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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