EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Mexico

2022 DEVELOPMENTS

Lifting of COVID-19 restrictions provides a boost to sales of baby and child-specific sun care
Growing focus on the skin care needs of children benefits sales
Baby wipes benefiting from multipurpose usage and increased focus on hygiene

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Bath and Shower in Mexico

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Convenience supports ongoing shift towards liquid formats
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Competition being driven by focus on low prices and value for money

PROSPECTS AND OPPORTUNITIES

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Colour Cosmetics in Mexico

KEY DATA FINDINGS

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Sales of colour cosmetics continue to recover but obstacles remain to a full recovery
Continued use of face masks continues to influence demand
Nail polish benefits from DIY trend

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2022 DEVELOPMENTS

Brands bet on new marketing platforms to promote their deodorants
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Consumers assess more natural formulations in deodorants as health concerns grow

PROSPECTS AND OPPORTUNITIES
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Fragrances benefit from the growing desire to smell clean as well as feel clean

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Hair Care in Mexico

KEY DATA FINDINGS

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Hair care bounces back
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Colourants remain popular even as hair salons reopen

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Focus likely to be on the “skinification” of hair care
Sustainability a growing concern

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Men's Grooming in Mexico

KEY DATA FINDINGS

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Mixed feelings about men's grooming and masculinity remains a challenge
Men's grooming geared more towards wealthier households and single men
Smaller players finding their own voice in men's grooming

PROSPECTS AND OPPORTUNITIES

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Oral Care in Mexico

KEY DATA FINDINGS

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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
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Skin Care in Mexico

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care thriving as consumers return to their old lifestyle habits
Consumers go in search of multifunctional products as part of a “Skinamilism” trend
Consumers becoming more conscious of the wider impact of their purchasing decisions

PROSPECTS AND OPPORTUNITIES

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Players look beyond the face in developing new product lines
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Sun Care in Mexico

KEY DATA FINDINGS

2022 DEVELOPMENTS
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Environmental concerns impacting purchasing decisions
Consumers look for more from their sun care than just protection

PROSPECTS AND OPPORTUNITIES
Sun care set to face strong competition from other multifunctional skin care and colour cosmetics products
“Skinification” of sun care should help to add value to the category
Competition set to heat up as brands target different price segments with a varied offer

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Premium Beauty and Personal Care in Mexico

KEY DATA FINDINGS

2022 DEVELOPMENTS
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Mexicans return to department stores for their premium experience
Ties between premium brands and wellness grow stronger

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

2022 DEVELOPMENTS

L’Oréal plays a key role in driving demand for mass beauty and personal care, utilising e-commerce and social media to engage with consumers. Despite post-pandemic return to brick and mortar stores, e-commerce maintains growth momentum. Direct sellers face challenges amidst transformation of consumer and the industry.

PROSPECTS AND OPPORTUNITIES

Quality and premium features to drive mass products sales with focus on ingredients and dermocosmetics. Continuing to engage digital platforms to reach Mexican consumers. Sustainability and social responsibility to gain importance as consumers become more responsible shoppers.

CATEGORY DATA

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