Sun Care in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sun care bounces back as Mexicans return to the coast for their holidays
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

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

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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