

Bath and Shower in Mexico

June 2023

Table of Contents

Bath and Shower in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience supports ongoing shift towards liquid formats

Demand for hand sanitisers remains higher than pre-pandemic levels despite a drop in sales

Competition being driven by focus on low prices and value for money

PROSPECTS AND OPPORTUNITIES

Liquid formats present opportunities for innovation in a saturated market.

Consumers remain concerned about their health, even as the pandemic is declared at an end

Matching product claims with consumer expectations key to success

CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2017-2022

Table 2 - Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 5 - LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 7 - Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 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 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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