

# Men's Grooming in Mexico

June 2023

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## Men's Grooming in Mexico - Category analysis

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#### 2022 DEVELOPMENTS

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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Focus shifting away from traditional stereotypes around masculinity

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## **DISCLAIMER**

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