

# Mass Beauty and Personal Care in Mexico

June 2023

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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

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