

Colour Cosmetics in Mexico

May 2022

Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

With mask wearing still widespread, lip products in particular struggle to recover from pandemic hit
By driving a shift to social media, pandemic reinforces the dominance of direct selling
Premiumisation trend resumes as economic conditions stabilise

PROSPECTS AND OPPORTUNITIES

Amid mounting inflationary pressure, the recovery in demand will be gradual
Steady stream of new product development will help to keep consumers engaged
The line between e-commerce and direct selling will blur

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2016-2021

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2017-2021

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2018-2021

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2018-2021

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2018-2021

Table 7 - LBN Brand Shares of Lip Products: % Value 2018-2021

Table 8 - LBN Brand Shares of Nail Products: % Value 2018-2021

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2018-2021

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2021-2026

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2021-2026

Beauty and Personal Care in Mexico - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/colour-cosmetics-in-mexico/report.