

Deodorants in Mexico

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brands bet on new marketing platforms to promote their deodorants
Scent takes centre stage as companies seek to close the gap with fragrances
Consumers assess more natural formulations in deodorants as health concerns grow

PROSPECTS AND OPPORTUNITIES

Players focus on adapting their product positioning to benefit from the growth of e-commerce
Shrinkflation and value for money to remain in focus
Deodorant sprays and sticks likely to provide strong sales competition with each category offering different benefits

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2017-2022
Table 2 - Sales of Deodorants by Category: % Value Growth 2017-2022
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Deodorants: % Value 2018-2022
Table 5 - LBN Brand Shares of Deodorants: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2019-2022
Table 7 - Forecast Sales of Deodorants by Category: Value 2022-2027
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027
Table 9 - Forecast Sales of Deodorants 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

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/deodorants-in-mexico/report.