



**Euromonitor
International**

Personal Care Appliances in Mexico

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Smart products, self-care, and wellness propel value growth in personal care appliances

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Stable economy and demand for self-care drive value growth despite volume decline

Hair care appliances leads sales, but sees another year of volume decline

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Premiumisation and sustainability shape the consumer appliances landscape

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Growing environmental awareness set to impact sales, especially in air conditioners

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