



Euromonitor
International

Bath and Shower in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Eucerin and Nopalera Capture Loyalty as Consumers Look for Holistic Benefits

Bar Soap Remains Essential, with a Move to More Natural and Sustainable Products

Chart 2 - Nopalera Embodies Conscious Bath and Shower in Mexico

The Clean Reimagined Trend Drives Dynamism for Body Wash/Shower Gel

Chart 3 - Clean Reimagined Trend Turns Daily Showers into Skin Rituals

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Likely to Accelerate Refill Innovation to Meet Wellness and Eco Demand

Chart 7 - Analyst Insight for Bath and Shower

Social Commerce and Experiential Retail to Reshape Buying Behaviour

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Expands Hydrating Launches as Loyalty Remains Strong

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Digital-First Brands Accelerate Growth as Offline Channels Lose Share

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Bath and Shower

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Bath and Shower

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Mexico - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Mercado Libre and L'oréal Drive Online Sales through Ai-Powered Live Shopping

Chart 21 - Ai-Powered Live Shopping Boosts Beauty Sales on Mercado Libre

Fragrances Leads Growth as Premiumisation Accelerates

Ulta and K-Beauty World Shape Routines through Curated Korean Launches and Education

Chart 22 - Ulta Mexico Expands Korean Skin Care Access

A Focus on Meeting Consumers' Lifestyle-Driven Needs in New Launches

Chart 23 - ISDIN Coverage SPF50+ Blends Make-up, Anti-Ageing, and Sun Protection

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Masstige and Wellness-Driven Innovations to Attract Value-Conscious Shoppers

Chart 27 - Analyst Insight for Beauty and Personal Care

Fragrances Yto Sustain Growth Leadership as Premiumisation and Innovation Accelerate

Social Commerce and Digital Content to Drive Consumer Experimentation and Loyalty

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Frabel Expands Production and Digital Strategy to Strengthen Leadership

Investment in a Mexican Brand, and Opportunities Still Evident

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

L'oréal Groupe and Mercado Libre Partnership Accelerates Shift to Digital Shopping

Farmacias Del Ahorro and Tiktok Shop Redefine Experiential Beauty Retail

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/bath-and-shower-in-mexico/report.