



Menstrual Care in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Consumers Look to Balance Quality with Value

Oxxo'S Self-Checkout and Rapid E-Commerce Growth Change Shopping Missions

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Upgrades and Zero-Tax Policy Set to Increase Access

Sustainable Upgrades and Product Innovation Set to Drive Growth in Tampons

Brand Investments in Eco-Friendly Formats Expected to Pay off

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Menstrual Care

Essity and Kimberly-Clark Defend Share as Private Label Accelerates

Chart 8 - Saba Maintains Dominance

Private Label Grabs Share, Putting the Squeeze on Brands

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Discounters Capture Value-Driven Shoppers as Hypermarkets Anchor Routine Sales

Mercado Libre and Amazon Boost Digital Sales with Subscriptions and Fast Fulfilment

Oxxo Pilots Digital Kiosks as Mercado Libre Launches Curated Bundles

Chart 11 - Oxxo Launches Digital Kiosks

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Menstrual Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Menstrual Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Mexico - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retailers Aim to Balance Price with Comfort and Quality

Chart 21 - Premium Products Gain Relevance

Private Label and Bulk Formats Secure the Lead in Household Spending

Chart 22 - Private Label and Bulk Packs Win Favour

Retailers Boost Rapid Access and Convenience with Omnichannel Expansion

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Accelerate Value-Led Shopping Behaviour

Retail Tissue Will Maintain Dominance as Value and Quality Converge

Wipes and Retail Adult Incontinence Set to Outpace the Market as Innovation and Demographics Align

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Leadership as Private Label Gains Ground

Chart 27 - Analyst Insight for Tissue and Hygiene

Kimberly-Clark Expands Portfolio with Major Acquisition in 2025

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Remain Key to Sales

Tiendas 3B and Bodega Aurrera Transform Shopping Patterns with Value Focus

Chart 30 - Tiendas 3B Pursues Rapid Expansion Plan

Online Sales Rise, but Offline Stores Keep Their Edge on Essentials

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/menstrual-care-in-mexico/report.