



Euromonitor
International

Depilatories in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Value Growth Returns, but Volumes Remain under Pressure From Competing Services

Nair'S Sensitive-Skin Launches Drive Trials and Repeat Purchases

Chart 1 - Clean Reimagined Trend Shifts Depilatories From Hair Removal to Skin Comfort

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Health and Beauty Specialists and E-Commerce to Leverage Trust and Drive Accessible Value

Social Media Will Shape Body Autonomy as Professional Services Intensify the Competition

Sensitive Skin Innovations and Regulatory Compliance Likely to Boost Repeat Purchases

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nair Boosts Sensitive-Skin Claims

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Tiktok Shop and Omnichannel Strategies Reshape Consumer Purchasing

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Depilatories

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Depilatories

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - 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 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

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

Chart 18 - 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 19 - Ulta Mexico Expands Korean Skin Care Access

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

Chart 20 - ISDIN Coverage SPF50+ Blends Make-up, Anti-Ageing, and Sun Protection

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 24 - 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 25 - Forecast Value Sales 2020-2030

Chart 26 - 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 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/depilatories-in-mexico/report.