



**Euromonitor
International**

Bath and Shower in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bar soap remains the key sales driver in bath and shower
- Unilever's strategic investment boosts personal care production in Mexico
- Discounters lead distribution but supermarkets and hypermarkets making inroads with strong value proposition

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Beauty and Personal Care in Mexico - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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