



Euromonitor
International

Toilet Care in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modest volume growth as multi-purpose cleaners are popular amongst Mexicans
- Building a brand portfolio strategy around a company’s key strengths
- Active move towards sustainable packaging – pouches

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- Dominance of top players expected to prevail, while private label will gain relevance
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Home Care in Mexico - Industry Overview

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DISCLAIMER

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