

Men's Grooming in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mexican men shift to premium grooming products Old spice and Gillette keep dominating men's grooming Consumers keeps opting for e-commerce in search of discounts

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Increasing focus on self-care and wellness should boost sales Redefining masculinity will keep shaping men's grooming TikTok becoming the go-to platform for marketing men's grooming

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