

# **Dermatologicals in Mexico**

September 2024

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# Dermatologicals in Mexico - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Dryness and hives increase the use of dermatologicals High levels of pollution cause skin allergies, and sun exposure causes sunburn Interest in beauty through healthy hair increases

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Introduction of private label lines in dermatologicals Advanced formulations and an increase in demand for dermatologicals Changing demographics likely to increase demand for products for older adults

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