



Baby and Child-Specific Products in Mexico

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shifting demographics and growing parental awareness
- Kimberly-Clark leads thanks to ongoing investments in the market
- Grocery retailers lead distribution but e-commerce making gains

PROSPECTS AND OPPORTUNITIES

- Declining birth rates present a challenge but sales set to continue growing
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Beauty and Personal Care in Mexico - Industry Overview

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DISCLAIMER

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