

Innovation: Beauty, Health and Home in Mexico

August 2024

Table of Contents

INTRODUCTION

Scope

Monitoring Innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

Favourable economic landscape boosts purchasing power, but NPD lags behind leaders

Self-care trends and sustainable attributes shape innovations in BH&H

New launches in Mexico in 2023: Beauty and Personal Care

Genové Genosun expands its sun care line with sunscreen offering depigmenting benefits

New launches in Mexico in 2023: Consumer Health

Mexican supplement brand expands with diverse natural offerings in beauty and wellness

New launches in Mexico in 2023: Home Care

Local home care brand offers biodegradable products for a greener lifestyle

New launches in Mexico in 2023: Tissue and Hygiene

Mayfield Mexico expands the reach of its Bebé Care nappy/diaper line

E-commerce continues to solidify its importance for BH&H product launches

APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-beauty-health-and-home-in-mexico/report.