

# Fragrances in Mexico

July 2024

Table of Contents

## Fragrances in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Leading brand Jafra continues to benefit from its Betterware acquisition  
A buoyant economy is helping to drive sales in premium fragrances  
Dupes are evolving: Higher quality products close the gap with the originals

#### PROSPECTS AND OPPORTUNITIES

Sustainability is rising in importance in fragrances  
The culture around fragrances has matured in Mexico, defining taste and consumption habits  
Fragrances offer a form of accessible luxury

#### CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2018-2023  
Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023  
Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023  
Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023  
Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023  
Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028  
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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