



Hair Care in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Growth Continues, While Procter & Gamble Connects with Consumers Emotionally

Chart 2 - Hair Care as Personal Expression

Dove Delivers Science-Backed Routines for Long-Term Results

Chart 3 - Root-Focused Care for Stronger Hair

Consumers Look beyond Cleaning to Multifunctional Products with Added Benefits

Chart 4 - Multifunctional Hair Care for Smooth, Manageable Hair

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Masstige Launches to Win Cautious Shoppers as Incomes Rise Slowly

Protective Claims and Digital Engagement to Reshape Consumer Priorities

Chart 8 - Analyst Insight for Hair Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Frabel Extends Its Lead with Broad Portfolio and Innovation

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Discounters and Hypermarkets Retain Leadership as Price Drives Purchasing Decisions

Dynamism for Retail E-Commerce as Consumers Can Compare Prices and Access Promotions

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Hair Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Hair Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Mercado Libre and L'oréal Drive Online Sales through Ai-Powered Live Shopping

Chart 22 - Ai-Powered Live Shopping Boosts Beauty Sales on Mercado Libre

Fragrances Leads Growth as Premiumisation Accelerates

Ulta and K-Beauty World Shape Routines through Curated Korean Launches and Education

Chart 23 - Ulta Mexico Expands Korean Skin Care Access

A Focus on Meeting Consumers' Lifestyle-Driven Needs in New Launches

Chart 24 - ISDIN Coverage SPF50+ Blends Make-up, Anti-Ageing, and Sun Protection

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Masstige and Wellness-Driven Innovations to Attract Value-Conscious Shoppers

Chart 28 - Analyst Insight for Beauty and Personal Care

Fragrances Yto Sustain Growth Leadership as Premiumisation and Innovation Accelerate

Social Commerce and Digital Content to Drive Consumer Experimentation and Loyalty

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fabel Expands Production and Digital Strategy to Strengthen Leadership

Investment in a Mexican Brand, and Opportunities Still Evident

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

L'oréal Groupe and Mercado Libre Partnership Accelerates Shift to Digital Shopping

Farmacias Del Ahorro and Tiktok Shop Redefine Experiential Beauty Retail

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/hair-care-in-mexico/report.