



Euromonitor
International

Innovation: Beauty, Health and Home in Mexico

October 2025

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Snapshot of NPD activity across beauty, health and home categories in Mexico

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Ingredient-led beauty is driving new product development

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Key attributes: Hydrating tops health claims list across new launches

Active skin care ingredients shape new product development

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Science backed and targeted solutions fuel innovation in consumer health

NPDs decline year-on-year, due to economic, regulatory and trade challenges

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