



Euromonitor  
International

# Personal Care Appliances in Mexico

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## Personal Care Appliances in Mexico - Category analysis

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#### 2025 DEVELOPMENTS

Smart products, self-care, and wellness propel value growth in personal care appliances

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#### INDUSTRY PERFORMANCE

Stable economy and demand for self-care drive value growth despite volume decline

Hair care appliances leads sales, but sees another year of volume decline

Smart technology revolutionises personal care routines

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#### WHAT'S NEXT?

Premiumisation anticipated, with demand for smart and wellness-focused devices

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Retail e-commerce and direct-to-consumer channels will redefine distribution

Sustainability and design will become key differentiators

#### COMPETITIVE LANDSCAPE

Leading players maintain dominance, but the competition rises from emerging companies

Retail e-commerce presents opportunities for new entrants

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Offline retail continues to dominate due to advice from staff and the desire to see products

Retail e-commerce drives growth with convenience and promotions

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### EXECUTIVE SUMMARY

Rising incomes drive premiumisation and smart tech adoption in consumer appliances

### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

Flat volume growth, although value growth is driven by premiumisation in many categories

Premiumisation and sustainability shape the consumer appliances landscape

#### WHAT'S NEXT?

Rising incomes and premiumisation will contribute to a return to growth

Growing environmental awareness set to impact sales, especially in air conditioners

Retail e-commerce expected to gain traction due to its convenience

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#### COMPETITIVE LANDSCAPE

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General merchandise stores and hypermarkets lead distribution

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