



Euromonitor  
International

# Polishes in Mexico

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Table of Contents

## Polishes in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Private label capitalises on performance attributes  
Consumers feel closer to value-added products thanks to e-commerce  
Wellness trend spotlights natural ingredients in polishes, such as honey

#### PROSPECTS AND OPPORTUNITIES

Consumers will seek to maintain items in good condition for longer  
Polishes set to benefit from urban expansion and nearshoring  
Relaxation of dress codes in the office set to prevent volume growth for shoe polish

#### CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2019-2024  
Table 2 - Sales of Polishes by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Polishes: % Value 2020-2024  
Table 4 - LBN Brand Shares of Polishes: % Value 2021-2024  
Table 5 - Forecast Sales of Polishes by Category: Value 2024-2029  
Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## Home Care in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 7 - Households 2019-2024

### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024  
Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024  
Table 10 - NBO Company Shares of Home Care: % Value 2020-2024  
Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024  
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 13 - Distribution of Home Care by Format: % Value 2019-2024  
Table 14 - Distribution of Home Care by Format and Category: % Value 2024  
Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029  
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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