



Euromonitor
International

Beauty and Personal Care Packaging in Mexico

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles cementing their lead in body wash/shower gel due to their durability and economic viability

Folding cartons the main pack type for tooth whiteners

Increasing use of rPET in baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Metal aerosol cans to benefit from strong growth in deodorant sprays, helped by rising numbers of fitness enthusiasts

Speciality cosmetic containers becoming more popular for their convenience

Beauty and Personal Care Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-mexico/report.