



Euromonitor
International

Baby and Child-Specific Products in Mexico

May 2026

Table of Contents

Baby and Child-Specific Products in Mexico - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Parents Trade up to Safer Baby Care Products as Population Growth Slows

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Parents Trade up to Safer Baby Care Products as Population Growth Slows

Baby Wipes Anchors Spending While Skin Care Drives Innovation

Ringana Fresh Baby Reshapes Trust with Clean Launch

Chart 2 - Gentle Multifunctional Formulae Redefine Clean Beauty

Mustela Demonstrates the Increasing Commitment to Sustainability

Chart 3 - Eco-Designed Baby Care through Solid Formats and Circular Ingredients

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Will Demand Credible Claims as Premiumisation Reshapes Spending

Chart 7 - Analyst Insight for Baby and Child-Specific Products

Baby Wipes to Maintain Its Lead as Parents Seek Convenience and Reliability

Brands Expected to Prioritise Digital Education to Drive Trust and Loyalty

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark De México Loses Share as New Challengers Gain Ground

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Offline Stores Dominate as Parents Seek Convenience

Sintoquim Fosters Innovation through Educational Partnerships and Science-Led Product Design

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Baby and Child-Specific Products

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Baby and Child-Specific Products

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Mexico - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

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

Chart 21 - 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 22 - Ulta Mexico Expands Korean Skin Care Access

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

Chart 23 - ISDIN Coverage SPF50+ Blends Make-up, Anti-Ageing, and Sun Protection

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 27 - 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 28 - Forecast Value Sales 2020-2030

Chart 29 - 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 30 - Company Shares 2025

Chart 31 - 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 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/baby-and-child-specific-products-in-mexico/report.