



Innovation: Beauty, Health and Home in Mexico

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

30% of launches in Mexico in 2022 were first detected in the country

Health and wellness trends reflected in beauty, health and home launches in Mexico

New launches in Mexico in 2022: Beauty and personal care, and consumer health

New launches in Mexico in 2022: Home care, and tissue and hygiene

Brands focus launches on both active and natural ingredients in 2022

Yunique incorporates active skin care ingredients to meet demand in Mexico

Yunique launched its face mask across multiple countries from July 2022

Eco-friendly offerings with natural ingredients shape sub-brand launches

The Ritual of Mehr offers indulgence with natural ingredients

Ritual of Mehr is first seen in Mexico through online beauty specialist retailer Strawberryret

Claro Shop and Strawberryret account for over half of detected launches in BHH

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Passport Innovation methodology

Passport Innovation industry coverage

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