

# 3 Ways Beauty Regimens Have Shifted in Mexico

As consumers in Mexico move toward the new normal by starting to return to their usual activities — working outside the home included — their purchases and interests are changing. **How is this affecting their needs related to beauty?**

## 1 Turning to Scents in a Time of Social Distancing

Fragrance has become even more important as consumers maintain safe distances from each other.

Perfume grew to 3x the size it was in 2019.



**+4.6pp vs. year ago:**

Eau de parfum took the lead with increased gains in relevance.



## 2 Emphasis on Eyes

**+1.0pp vs. year ago:**

Makeup has been the hardest-hit category during the pandemic.

**However, mascara has been a bright spot at a time when mask wearing conceals the rest of the face.**



## 3 Focus on Flawless Skin

**+1.8pp vs. year ago:**

**Skincare sets have played an important role during the pandemic,** allowing consumers to try different products or new skincare regimens while they spend more time at home.



To succeed in this moment of significant change in retail and beauty, it's critical to understand consumer behavior and outsmart your competitors. As the leading source tracking Mexico's beauty market, we provide the reliable, comprehensive information and expert insight you need as you plan for data-driven growth.

*Source: The NPD Group/BeautyTrends, Mexico, Q1 2021*

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

