

Aerosol market in **Mexico** jumps more than 2%...



Personal Care products continue to dominate; Recreational sprays show largest growth

Mexican aerosol production saw a 2.38% increase in 2018 over the previous year, according to data from Instituto Mexicano Del Aerosol, A.C. (IMAAC), continuing a trend of growth over the past several years. There were 644.64 million units produced in the country, an increase from the 629.8 million units produced in 2017.

Personal Care led the way with 406.15 million units, up 3.74% from the year before, while Insecticides (93.92 million, up 0.45%)

and Household Care products (48.69 million, up 1.86%) also saw growth. Pharmaceuticals saw an increase in 2018 to 6.85 million units (3.79%) and Industrial products grew a modest 0.37% to 27.2 million units.

The big winner in Mexico in 2018 was Recreational products, which grew 13.03% to 11.18 million units.

Conversely, Paints declined 2.2% to 43.52 million units filled, while Other products also declined 20% to 7.12 million units. **SPRAY**

2018 Mexico Production Totals Compared to 2017

(in millions of units)

Category	2017	2018	%Change	% of Total Market
Personal Care	391.5	406.15	3.74%	63%
Insecticides	93.5	93.92	0.45%	15%
Household Care	47.8	48.69	1.86%	7%
Paints	44.5	43.52	-2.20%	7%
Industrial	27.1	27.20	0.37%	4%
Recreational	9.9	11.19	13.03%	2%
Other	8.9	7.15	-20.00%	1%
Pharmaceutical	6.6	6.85	3.79%	1%



Due to the popularity of its Neutro Balance for the Whole Family in Mexico, Palmolive recently launched Neutro Balance for Men 48-hour antiperspirant/deodorant.

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