

November 2017

Facial Skincare - Brazil

“Brazil’s facial skincare market has some barriers to overcome in order to boost use and sales growth. Regarding the category products, the consumer research shows Brazilians fear allergic reactions; don’t know which product works better on their skin; and mistrust the benefits promised by brands. There are, however, several opportunities ...

October 2017

Fragrances - Brazil

“The fragrance market in Brazil is unique: the strength of national brands is significant and ensures the category retail sales a good performance, despite the economic recession. Mintel data shows that a majority of Brazilians use national fragrances bought in physical stores. However, the category has some obstacles to overcome ...

July 2017

E-commerce - Brazil

“The online sales channels have been evolving in Brazil. Although it’s not so big compared to countries like the United States, the Brazilian e-commerce market is being transformed and consumers have access to all the devices needed to do their online shopping (laptops, smartphones, and tablets). It is important, however ...

Color Cosmetics - Brazil

“The Brazilian consumers seem to be more aware of the color cosmetics they use. Products with sun protection, hypoallergenic, and not tested on animals are well regarded when shopping. In addition, they have been demanding attractive colors and finishing, as well as special promotions and experimentation of the product, at ...

May 2017

Haircare - Brazil

“The natural hair trend does not seem to be significant among Brazilians. The hairstyle most often used is still straight: many of the people interviewed agree with that. Hair that falls out a lot, hair without shine, and hair with a lot of volume are some of the problems mentioned ...

April 2017

Beauty and Personal Care - Brazil

Vitamins and Supplements - Brazil

"Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...

Beauty Habits - Brazil

"Brazil's current economic crisis might have had a positive impact on Brazilian consumers' beauty habits. They have reported to be using less water when getting ready to go out and not buying a new beauty product until their current one runs out completely. These new habits could mean a more ...

March 2017

Changing Household Cleaning Habits - Brazil

"Higher participation of young consumers in household cleaning tasks and the need to save money and time are some of the main factors influencing consumer purchases and product launches."

January 2017

Beauty Retailing - Brazil

"Beauty and personal care (BPC) retailing in Brazil is a unique sector, market by multichannel sales and by a wide range of product offering. Actions in purchasing channels with the aim to make consumers more loyal are essential in a market characterized by fierce competition. Pharmacies in Brazil have been ...