

June 2019

Household Cleaning Habits - Brazil

“Brazilians want quality products that offer good value for their money. The high demand for cleaning products in refillable packaging shows that consumers see this option as a good way to buy their favorite brands at an affordable price. Private label has also gained relevance by combining good quality and ...

April 2019

Haircare - Brazil

“The haircare products market has been trying to bring innovations to Brazil. Several marketing campaigns and actions demonstrate the importance of the category in the country. However, consumers still seem to be afraid regarding the use of certain products – such as hair colorants – and some behaviors – such ...