

April 2020

Personal Hygiene Habits - Brazil

Despite the economic turbulence that has pushed Brazilians' purchasing power down, the personal hygiene category is considered essential, which means consumers haven't stopped buying it but have been favoring cheaper brands and retailers. In addition, the continued interest in eco-friendly products has encouraged brands and companies to offer products with ...

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Beauty Influencers - Brazil

"Beauty influencers have become popular among consumers on social media and have migrated to the beauty and personal care retail market, creating their own brands and reaffirming their potential in the segment. Traditional brands, therefore, have started making partnerships with beauty influencers to broaden their scope and enhance customer loyalty ...