

Facial Skincare - Brazil - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The penetration of facial skincare products in Brazil is still low – only seven in 10 Brazilians use the category. Consumers are sensitive to price, which can be an obstacle for consumption.”

- Iris Ramirez, Beauty and Personal Care Analyst

This report looks at the following areas:

- What are the most common skin types in Brazil?
- What are the main reasons behind the usage of facial skincare products?
- How much do Brazilians normally spend on different facial skincare products?
- What are the most popular facial skincare segments?
- What are the main trends and innovations in the category?

There are opportunities for companies to use opinion formers to educate consumers about the benefits of facial skincare products, as well as the use of innovation and line extensions targeted at certain demographics (women and young consumers). Innovations, such as anti-pollution properties, nutricosmetics, and multifunctional products, are increasingly common in the Brazilian market and have the potential for expansion in the coming years.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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