

Soap, Bath and Shower Products - Brazil - October 2014

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“Bar soaps already have high penetration rates, suggesting growth in the category can come from other segments with lower penetration rates, such as liquid soaps and shower gels. Younger consumers already use these types of products more, as they are more open to changes and innovations. It is just a matter of time to see more significant changes in the segments.”
 – Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Increasing brand loyalty
- More sophisticated claims
- The elderly are key consumers

Brazil is a huge beauty powerhouse. In a worldwide comparison, the Brazilian soap, bath, and shower (SBS) market ranks in third, after the US, the biggest market, and China.

Although Brazilians are buying more liquid soap year after year, the soap, bath, and shower market is still dominated by bar soaps, with 80% of market share. Brazilians simply use bar soaps so much because that's what they are used to.

Value sales in the soap, bath, and shower products market rose in 2013, with a growth of 43% since 2009. Much of the market growth by 2019 will be boosted by the segment of liquid soaps for specific use; these can be used in conjunction with bar soaps and they are also more expensive than other products in the category.

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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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