

Men's Toiletries - Brazil - September 2014

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

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"Brazilian men have learned how to reconcile a busy lifestyle with the shopping routine for cosmetics. The time pressures of modern life do not prevent them from shopping for toiletries, often on their own. In reality, they have just the opposite effect. He no longer asks her to buy his shampoo and deodorant. He prefers to choose them himself."

– Victor Fraga, Senior Analyst

This report looks at the following areas:

- How has beauty moved to the top of the agenda?
- How is the category becoming fast and proactive?

This report investigates the men's toiletries sector in Brazil.

This market covers shaving preparations, shampoo, conditioner, hair treatments, hairstyling products, hair colorants, facial skincare, body skincare (eg lotions, creams), suncare products, deodorants, shower gels, and hand and nail products.

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DID YOU KNOW?

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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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Men's toiletries sector sales, by value Brazil, 2009-19

Figure 2: Leading manufacturer sales in the men's toiletries sector, by value, 2011-12

Market drivers

Companies and innovation

The consumer

Figure 3: Buyer's behavior for men's toiletries, Brazil, June 2014

What we think

Trend Application

Trend: Extend My Brand

Trend: Sense of the Intense

Trend: Why Buy

Issues and Insights

Beauty is at the top of the agenda

The facts

The implications

Fast and proactive

The facts

The implications

Market Drivers

Key points

Beautiful, fragrant, and busy bees

Mirror, mirror on the wall

Time to go under the knife?

The age of the metrosexual

Who's Innovating?

Key points

It's a man's world wide web

Here comes the sun

Goodbye, gray beard

Figure 4: Abelha Rainha Estilo Intensive Bastão Disfarce para Cabelos Brancos

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It's in your eyes

Figure 5: O Boticário Men Caneta Camuflagem

Two birds with one stone

Figure 6: Musk for Men 2 em 1 Gel de Barbear e Limpeza

Market Size, Forecast, and Segment Performance

Key points

A fast growing sector

Changing shopping patterns

Figure 7: Men's toiletries sector sales, by value Brazil, 2009-19

Continuous growth, if fragile

Figure 8: Men's toiletries sector sales, by value Brazil, 2009-19

Deodorants drive growth

Figure 9: Men's toiletries sales segmentation, by value, 2009-14

Forecast methodology

Market Share

Key points

The big three

Unilever and Beiersdorf drive growth

Figure 10: Leading manufacturer sales in the men's toiletries sector, by value, 2011-12

Some players are very niche

Company Profiles

Unilever

Company background

Company performance

Retail offering

L'Oréal

Company background

Company performance

Retail offering

Procter & Gamble

Company background

Company performance

Retail offering

Beiersdorf

Company background

Company performance

Retail offering

The Consumer – Usage

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Figure 11: Usage of men's toiletries, Brazil, June 2014

Keeping it cool

Figure 12: Heavy users of men's toiletries, by region (2) Brazil, June 2014

Young and looking good

Figure 13: Heavy users of men's toiletries, by age, Brazil, June 2014

The Consumer – Channels

Key points

One-stop shopping

Figure 14: Channels for men's toiletries, Brazil, June 2014

Taking a different avenue

Figure 15: Channels for men's toiletries, by region Brazil, June 2014

Young and adventurous

Figure 16: Channels for men's toiletries, by age Brazil, June 2014

The Consumer – Behavior

Key points

Sticking to the familiar items

Figure 17: Buyer behavior for men's toiletries, Brazil, June 2014

Young people prefer pricey items

Figure 18: Buyer behavior for men's toiletries, by age group, Brazil, June 2014

Proactive and demanding consumers

Figure 19: Buyer behavior for men's toiletries, by socioeconomic group, Brazil, June 2014

The Consumer – Attitude

Key points

Awareness of personal care is almost universal

Figure 20: Attitudes toward men's toiletries, Brazil, June 2014

The macho stereotype survives in the North-East...

Figure 21: Attitudes toward men's toiletries, by region, Brazil, June 2014

... and within socioeconomic group DE

Figure 22: Attitudes toward men's toiletries, by socioeconomic group, Brazil, June 2014

Appendix – Frequency

Figure 23: Usage frequency, June 2014

Figure 24: Usage frequency, June 2014

Figure 25: Most popular usage frequency – Total products used, by demographics, June 2014

Figure 26: Next most popular usage frequency – Total products used, by demographics, June 2014

Figure 27: Most popular usage frequency – Shaving preparations, by demographics, June 2014

Figure 28: Next most popular usage frequency – Shaving preparations, by demographics, June 2014

Figure 29: Most popular usage frequency – Aftershave, by demographics, June 2014

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 30: Next most popular usage frequency – Aftershave, by demographics, June 2014
- Figure 31: Most popular usage frequency – Shampoo, conditioner, hair treatments, by demographics, June 2014
- Figure 32: Next most popular usage frequency – Shampoo, conditioner, hair treatments, by demographics, June 2014
- Figure 33: Most popular usage frequency – Hairstyling products, by demographics, June 2014
- Figure 34: Next most popular usage frequency – Hairstyling products, by demographics, June 2014
- Figure 35: Most popular usage frequency – Hair colorants, by demographics, June 2014
- Figure 36: Next most popular usage frequency – Hair colorants, by demographics, June 2014
- Figure 37: Most popular usage frequency – Facial skincare, by demographics, June 2014
- Figure 38: Next most popular usage frequency – Facial skincare, by demographics, June 2014
- Figure 39: Most popular usage frequency – Body skincare, by demographics, June 2014
- Figure 40: Next most popular usage frequency – Body skincare, by demographics, June 2014
- Figure 41: Most popular usage frequency – Suncare products, by demographics, June 2014
- Figure 42: Next most popular usage frequency – Suncare products, by demographics, June 2014
- Figure 43: Most popular usage frequency – Deodorant, by demographics, June 2014
- Figure 44: Next most popular usage frequency – Deodorant, by demographics, June 2014
- Figure 45: Most popular usage frequency – Shower gel, by demographics, June 2014
- Figure 46: Next most popular usage frequency – Shower gel, by demographics, June 2014
- Figure 47: Most popular usage frequency – Hand and nail products, by demographics, June 2014
- Figure 48: Next most popular usage frequency – Hand and nail products, by demographics, June 2014
- Figure 49: Most popular usage frequency – Multifunction products/2 in 1, by demographics, June 2014
- Figure 50: Next most popular usage frequency – Multifunction products/2 in 1, by demographics, June 2014

Repertoire analysis

- Figure 51: Repertoire of usage frequency, June 2014
- Figure 52: Repertoire of usage frequency, by demographics, June 2014
- Figure 53: Usage frequency, by repertoire of usage frequency, June 2014

Appendix – Channel

- Figure 54: Channel, June 2014
- Figure 55: Most popular channel, by demographics, June 2014
- Figure 56: Next most popular channel, by demographics, June 2014
- Figure 57: Other channel, by demographics, June 2014
- Figure 58: Behavior, by channel, June 2014

Appendix – Behavior

- Figure 59: Behavior, June 2014
- Figure 60: Most popular behavior, by demographics, June 2014
- Figure 61: Next most popular behavior, by demographics, June 2014
- Figure 62: Usage frequency, by most popular behavior, June 2014
- Figure 63: Usage frequency, by next most popular behavior, June 2014

Appendix – Attitude

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Figure 64: Attitude, June 2014

Figure 65: Agreement with the statement "Being well-groomed gives me a confidence boost," by demographics, June 2014

Figure 66: Agreement with the statement "Men should take care of themselves to please women," by demographics, June 2014

Figure 67: Agreement with the statement "Grooming routines should be only to keep you clean/hygienic," by demographics, June 2014

Figure 68: Agreement with the statement "It is important to take care of one's appearance," by demographics, June 2014

Figure 69: Agreement with the statement "It is more professional to be well-groomed," by demographics, June 2014

Figure 70: Agreement with the statement "Well-groomed men are more attractive," by demographics, June 2014

Figure 71: Agreement with the statement "I prefer toiletries that fit in with my active lifestyle," by demographics, June 2014

Figure 72: Agreement with the statement "It is not masculine to be well-groomed," by demographics, June 2014

Figure 73: Usage frequency, by most popular attitude, June 2014

Figure 74: Usage frequency, by next most popular attitude, June 2014

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