

Beauty Retailing - Brazil - November 2014

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“The Brazilian beauty market operates multichannel. Door-to-door sales still play an important role in this segment, but the internet can become an important competitor. For companies that operate door-to-door, the challenge is to balance both retail channels.”
– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Multichannel is the way forward
- Focusing on older consumers
- Difference among regions

In 2013, Brazilian beauty retail revenues stood at R\$39.5 billion, a growth of 21.2% compared to the previous year, and a total growth of 50.9% in the last five years.

Looking ahead, sales in the beauty retailing category are forecast to grow by 82% between 2014 and 2019, to reach R\$81.3 billion. Rising commodity prices due to devalued currency and higher demand from consumers are likely to continue to be the main drivers of value growth.

Brazilian consumers have a multichannel approach when purchasing beauty products, and more than half of them buy beauty items through at least two distribution channels. The consumption of beauty products by low-income shoppers has increased significantly in the last decade. Even so, they continue to use fewer channels than higher-income shoppers do when buying beauty products.

The Brazilian population is gradually getting older, and whether retired or working, the elderly are a key consumer demographic. The aging population will require more products designed for them. People are living longer and still want to look after themselves.

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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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