

## Bodycare - Brazil - January 2015

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

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“With their hectic lives, today’s consumers try to optimize their time as much as they can. Multifunctional products were created out of necessity, and body care brands have a great opportunity to follow the multifunctional trend.”

– Juliana Martins, Beauty and Personal Care Analyst

### This report looks at the following areas:

- Could multifunctional body, hand, and footcare products, such as BB creams, attract more consumers?
- Could more practical formats, such as spray moisturizers, increase usage frequency among male consumers?
- Could scented products which provide a cooling sensation (eg, mint, aloe vera) generate a higher interest among Brazilians in body care products?
- Could new line extensions increase consumers’ loyalty to brands of body care products?

It is estimated that from 2013-14, the body care market (including hand and footcare products) grew by almost 15%. As a result of fewer innovations in the market and the economic slowdown, it is expected that growth in 2015 will be slower, at a little over 10%. Despite this, the market has been welcoming new players, which means a wider choice of products for consumers who still tend to stick almost exclusively to products with moisturizing properties. The hand and footcare segments, analyzed separately, still have low penetration in Brazil.

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The body care market should grow at a more moderate level compared to previous years

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