

Babies' and Childrens' Personal Care - Brazil - October 2015

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.



"The majority of parents with children aged 8-12 at home report buying from one to three personal care products for their children, while a minority of them report buying from 7-12 products. Products that use licensed children's characters or that are endorsed by athletes and/or artists well known by children."

— Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- How can companies encourage parents of children aged 8-12 to keep buying children's personal care products?
- Considering that many parents feel it is important to read the ingredients list of products, how can brands make this easier to consumers?
- There is potential for more innovation in children's oral care products

The disposable diapers market in Brazil is an example of how innovation and good communication of the different benefits offered by products are good strategies. With the higher household incomes of the new Brazilian middle class and the increase in the number of women entering the workforce, consumers started prioritizing the convenience of disposable diapers, especially from 2012 onward. The wet wipes category also showed good performance levels from 2013-14. In addition to the fact that these products are used several times a day, they are convenient and quick-to-use. However, the next few years will bring an economic downturn, which will certainly affect sales of babies' and children's products.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Babies' and Childrens' Personal Care - Brazil - October 2015

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.

Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Forecast of retail sales of disposable diapers*, by value, Brazil, 2010-20

Companies and brands

Figure 2: Leading companies' sales share in the Brazil disposable diapers market, by value, 2012-14

The consumer

43% of Brazilians with children aged 0-12 reported having purchased moisturizing lotions during the last six months

Figure 3: Types of babies' and children's personal care products purchased, Brazil – August 2015

Recommendation by family and friends is important to 45% of parents

Figure 4: Behavior toward babies' and children's personal care products purchase, Brazil – August 2015

58% of parents look for medically approved children's personal care products

Figure 5: Important benefits when choosing babies' and children's personal care products, Brazil – August 2015

54% of parents are concerned about potential skin allergic reactions caused by brands they don't know

Figure 6: Attitudes toward babies' and children's personal care products, Brazil – August 2015

What we think

Issues and Insights

How can companies encourage parents of children aged 8-12 to keep buying children's personal care products?

Considering that many parents feel it is important to read the ingredients list of products, how can brands make this easier to consumers?

There is potential for more innovation in children's oral care products

Who's Innovating?

Key points

Despite parents' interest in scent-free products, launches with this position in Brazil are very low

Figure 7: Launches of babies' and children's beauty and personal care products positioned as "scent free," by top 5 countries and Brazil, 2013-August 2015

Products positioned as "organic" and "100% natural" are rare in Brazil

Figure 8: Launches of babies' and children's personal care products positioned as "organic" and "100% natural," by top 5 countries and Brazil, 2013-August 2015

Launches of children's makeup are on the rise

Figure 9: Launches of babies' and children's personal care products (aged 0-12), by category, Brazil, 2013-August 2015

Market and Forecast

Key points

Innovation and affordable prices drove rapid growth in the diapers market from 2012-14

Figure 10: retail sales of disposable diapers*, by value, Brazil, 2010-20

Figure 11: Retail sales of regular and pull-up* diapers, by value, Brazil, 2013-14

Consumers are likely to start looking for cheaper products in 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Babies' and Childrens' Personal Care - Brazil - October 2015

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.

Figure 12: Forecast of retail sales of disposable diapers*, by value, Brazil, 2010-20

Factors used in forecasting

The subcategory of wet wipes is the one that generated most revenues from 2013-14

Figure 13: Retail sales of babies' and children's personal care products, by selected subcategories, by value, Brazil, 2013-14

Market Share

Key points

Procter & Gamble is the market leader thanks to its brand Pampers, with several different ranges of diapers

Figure 14: Leading companies' sales share in the Brazil disposable diapers market, by value, Brazil 2012-14

Companies and Brands

Procter & Gamble

Kimberly-Clark

Hypermarcas S.A.

The Consumer – Products Purchased

Key points

43% of Brazilians with children aged 0-12 reported having purchased moisturizing lotions during the last six months

Figure 15: Types of babies' and children's personal care products purchased, Brazil – August 2015

Penetration of fragrances is higher among parents of babies, while sunblock tends to attract more parents of children aged 3-7

Figure 16: Types of babies' and children's personal care products purchased, by parents of children aged 0-3 and 3-7, Brazil, August 2015

Basic personal care products are less purchased by parents with children aged 8-12

Figure 17: Types of babies' and children's personal care products purchased, by parents of children aged 0-3, 3-7, and 8-12, Brazil, August 2015

The Consumer – Purchasing Behavior

Key points

Recommendation by family and friends is important to 45% of parents

Figure 18: Behavior toward babies' and children's personal care products purchase, Brazil – August 2015

Men are more likely than women to buy in supermarkets and pharmacies

Figure 19: Behavior toward babies' and children's personal care products purchase, by gender, Brazil – August 2015

Consumers in the Northeast are more attracted to promotions and lower price in the children's personal care category

Figure 20: Behavior toward babies' and children's personal care products purchase, by region, Brazil – August 2015

The Consumer – Important Benefits

Key points

58% of parents look for medically approved children's personal care products

Figure 21: Important benefits when choosing babies' and children's personal care products, Brazil – August 2015

Mothers are more likely to look for products with sun protection, while fathers are more attracted to easy-to-apply products

Figure 22: Important benefits when choosing babies' and children's personal care products, by gender, Brazil, August 2015

Packaging featuring children's characters and gender-specific products attract parents of children aged 3-7

Figure 23: Important benefits when choosing babies' and children's personal care products, by parents of children aged 0-3 and 3-7, Brazil, August 2015

The Consumer – Attitudes toward Babies' and Children's Personal Care Products

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Babies' and Childrens' Personal Care - Brazil - October 2015

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

54% of parents worry about possible allergic reactions triggered by brands they don't know

Figure 24: Attitudes toward babies' and children's personal care products, Brazil, August 2015

Men are more likely than women to consider national brands and private brands to be of good quality

Figure 25: Attitudes toward babies' and children's personal care products, by gender, Brazil, August 2015

Parents of children aged 3-7 trust in the quality and fun provided by products using licensed characters

Figure 26: Attitudes toward babies' and children's personal care products, by parents of children aged 0-3, 3-7, and 8-12, Brazil – August 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com