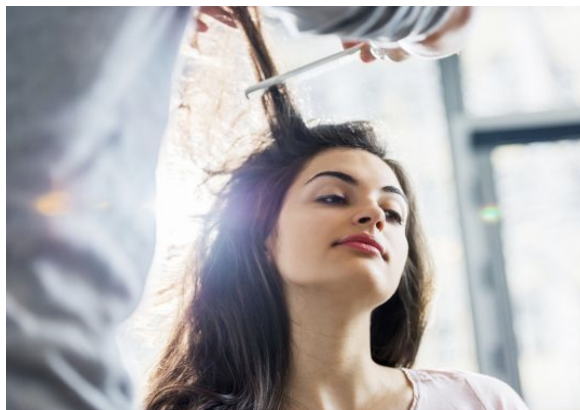


## Haircare - Brazil - May 2015

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

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“Haircare is the top beauty and personal care category in terms of new product launches in Brazil. Well-known brands of shampoo, conditioners, and hairstyling products operating in the country show steady performances in the market, and consumers are on the lookout for innovative and higher value-added products.”

– Juliana Martins, Beauty and Personal Care Analyst

### This report looks at the following areas:

- What types of haircare products are increasingly being used by Brazilian consumers?
- Does the use of treatment products improve how consumers feel about their hair?
- Can seasonal products – designed to be used during specific seasons of the year – attract Brazilian consumers?
- What are the international trends in the haircare category that could also be appealing to Brazilian consumers?

In 2014, the Brazil haircare market grew 11.6%. Due to Brazil's current economic crisis, the category should grow at more modest rates in 2015. Innovative products, targeting specific age groups, for different occasions and for seasonal use, could appeal to Brazilian consumers.

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Unilever PLC

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