

Haircolor - Brazil - June 2015

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

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"Hair color/hair bleaching kits, as well as permanent hair colorants, are the segments with the highest penetration levels among Brazilian consumers. Brand loyalty is high among Brazilians, who tend to buy only products by brands they already know."

Juliana Martins,
Beauty and Personal Care Analyst

This report looks at the following areas:

- How could hair colorants make Brazilian consumers more confident toward the category?
- What are the most commonly used types of hair colorants in Brazil?
- What age groups stand out with their responses regarding the usage of hair colorants?
- What are the benefits that consumers of hair colorants look for the most at the time of purchase?
- What are the most successful hair colorant trends in international markets?

This report covers hair colorant products for men's, women's and unisex usage. Market data are based on sales through all retail channel including direct to consumer, but exclude the professional sector, including hairdresser sales to the consumer.

Market data and the consumer section include the following categories:

- Permanent hair colorants;
- Semi-permanent hair colorants;
- Temporary or wash-out hair colorants;
- Hair highlighting products;

It includes products which have conditioner attributes too but where the main focus is coloring. In addition, some categories have been included in the consumer section, but not in the market data:

- Shampoo that colors the hair;
- Henna hair dye;
- Root touchy-up products;
- Hair coloring kits;
- Hair bleaching kits;

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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

Executive Summary

The Market – Issues and Insights

Trend Application

Who's Innovating?

Market and Forecast

Market Share

Companies and Brands

The Consumer – Usage

The Consumer - Benefits when Choosing Hair Color Products

The Consumer – Shopping Behavior when Buying Hair Color Products

The Consumer – Attitudes

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