

Color Cosmetics - Brazil - April 2015

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

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“The color cosmetics market in Brazil is well established, and Brazilian women are highly interested in innovations. Despite the current economic crisis in Brazil, brands are expected to continue launching new lines and products, given that items such as nail polishes and lipsticks are sold at affordable prices, and are seen as small personal treats.”
 – Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- What are the most popular color cosmetics among Brazilian women?
- Which color cosmetics are Brazilian consumers willing to pay more for?
- Do specialized beauty websites and makeup tutorials influence Brazilian women when it comes to buying color cosmetics?
- What defines Brazilian women’s color cosmetics shopping behavior? How many times a year do they buy these products?
- What are the most popular benefits in color cosmetics among Brazilian women?

The color cosmetics market grew 8% from 2013-14, which represents an increase of 2.2 p.p compared to the growth of the previous year. Some of the factors influencing this growth (besides the expanding middle-class, and higher participation of women in the workforce), are innovations of national brands and the arrival of new international brands to the Brazilian market.

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