

Suncare - Brazil - November 2015

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"Suncare lotions/creams are highly used by Brazilians. However, there is space in the market for products with different textures (eg powder) and formats (eg soaps). In addition, suncare products designed for other areas (apart from face and body), such as hair, could appeal to Brazilians."

– Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- How frequently do consumers use the main types of suncare products?
- What are the usage behaviors of these consumers? Do Brazilian consumers use suncare products to avoid cancer or only when they expose themselves to the sun?
- What innovations would Brazilians be willing to pay more for?
- What are the Brazilians' main behaviors toward the purchase of suncare products? Are they spending less on this type of product? Do they stock up on suncare products, or do they buy them only in the summer?

Sales of suncare in Brazil increase during summer months, from November to February. In 2014, the country experienced extreme temperatures in the summer, which generated a substantial increase in sales. Despite Brazil's current economic crisis, it is expected that sales of suncare products should continue to grow in the coming years, albeit at a slower rate than observed in 2014.

This report covers suncare products. Market data includes sun protectors, self-tanning, and aftersun products for adults and children. Market value is based on sales through all retail channels, including direct to consumer. However, it excludes the professional sector, including products sold in beauty/tanning salons).

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DID YOU KNOW?

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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