

Bodycare - Brazil - January 2016

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"The Brazilian body care market retail sales had a drop in growth in 2015 due to austerity measures imposed by the government and the country's fall into recession. Nevertheless, brands have a wide range of opportunities for progress, especially with products that help consumers save time when caring for their skin and feature innovative formats and textures."

– Juliana Martins, Beauty & Personal Care Analyst

This report looks at the following areas:

- How to attract consumers with long-lasting fragrances
- How to boost the market of multifunctional body care products
- How to handle the lack of time and influence consumers

The multifunctional body care products entered the Brazilian market for good. More than half of people inquired say they use this type of product, which they consider to be a worthy ally against the lack of time to take care of their skin. Other products, such as body oils, conquered the confidence of many Brazilians as well. These consumers of body care products look for moisturizers that absorb quickly into the skin and that leave a fresh feeling and a long-lasting fragrance.

This report focuses on body, hand, and foot care products for both men and women. Market value is based on sales in all retail distribution channels, including direct sales to consumers. It includes mass and prestige lines, but excludes the professional sector (beauty salons, for example).

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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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Market Size and Forecast

The category of body care products feels the economic crisis

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