

Sanitary Protection and Feminine Hygiene Products - Brazil - March 2016

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“Brazilian women like to feel clean. Among the concerns related to this sector mentioned by them are leakages, possible health problems, and unhygienic products. Brands therefore have some challenges to attract these consumers, developing innovative products that can be practical at the same time, facilitate women’s life.”

– Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- How often do women use the various types of intimate hygiene products?
- What are the major women concerns when using intimate hygiene products?
- Which purchasing habits related to intimate hygiene products do Brazilian women have?
- Which innovative products and services would Brazilian women have an interest in?

This report examines the Brazilian retail market of sanitary protection and feminine hygiene products. Market value is based on sales through all retail channels, including direct sales to consumer.

The market size and the consumer sections cover the following products:

- Adult incontinence products.
- Panty liners.
- Day and night pads with and without wings.
- Tampon with and without applicators.
- Intimate wet wipes, liquid soaps, and deodorants.

The following products are excluded from this report: breast/nursing pads, body deodorants, catheters, medical incontinence products, and over-the-counter medicines.

The consumer research carried out for this report was conducted by Ipsos Observer Brazil with 750 women aged 16+ in November 2015 (see *Appendix – Methodology and Definitions*). Detailed demographics are in the *Databook*.

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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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