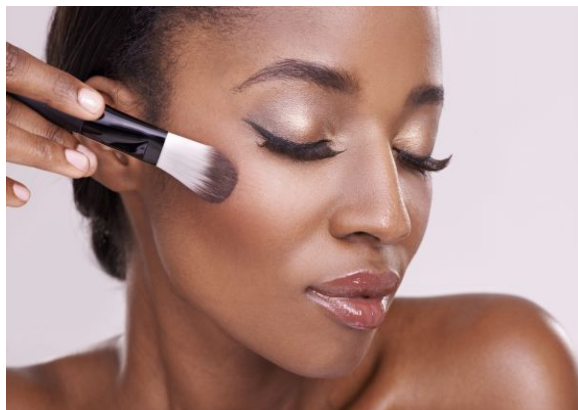


Color Cosmetics - Brazil - May 2016

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“At the same time that consumers seek a sensorial experimentation of the products, they have increasingly moved towards mobile apps and virtual platforms in order to learn new makeup techniques and how to use a wide range of products. These tools help brands to build consumers loyalty, driving their purchase decision and emotional memory”

– Juliana Martins, BPC Analyst

This report looks at the following areas:

- In which occasions do Brazilian women use each type of color cosmetics products?
- Which attitudes do Brazilian women have in relation to color cosmetics advertising?
- Which behaviors do Brazilian women have when buying color cosmetics products?
- Which innovative color cosmetics products would Brazilian women be interested in buying?

This Report examines the usage of makeup (face, eye and lip) and nail color by women in Brazil. Market data consider all retail channels, including direct to consumer and selective physical stores.

Market data and the consumer sections include the following four categories of cosmetics:

- Face makeup: blushes, bronzers, concealers, foundation, powder, primers;
- Eyes makeup: brow, lash/mascaras, liner/pencils, and shadow products;
- Lips makeup: lipstick/gloss, lip liner/pencil;
- Nail: nail polish and varnish.

The following products are excluded from this Report: nail varnish remover, medicated products including lip salves, and false nails and eyelashes.

In addition, some categories were included in the consumer sections, but not in market data:

- Face makeup: BB cream/CC cream (multifunction product with moisturizer, sunscreen, foundation etc).

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Table of Contents

Overview

Definition

Executive Summary

The market

Not even the 'lipstick effect' contributes to the sales of color cosmetics

Figure 1: Forecast for retail sales of color cosmetics, by value, Brazil, 2010-20

Market share

Avon still leads the market despite fall in retail sales

Figure 2: Top companies' retail sales shares in color cosmetics, by value, Brazil, 2014-15

The consumer

Brands can adopt new concepts for primers

Figure 3: Usage occasions, by skincare products, Brazil, February 2016

Makeup tutorials can improve the products credibility

Figure 4: Attitudes to advertising, Brazil, February 2016

Search for low prices can increase desire for kits and refills

Figure 5: Buying behaviors, Brazil, February 2016

Makeup remover oils have good opportunities in the market

Figure 6: Innovations, Brazil, February 2016

What we think

Issues and Insights

How can anti-sweat makeups gain space in the Brazilian market?

The facts

The implications

How can virtual platforms make young people buy more?

The facts

The implications

How to ensure the purchase of makeup in the midst of so many apps?

The facts

The implications

The Market – What You Need to Know

More moderate growth seen in 2015 compared to 2014

Nail products have the best sales performance from 2014 and 2015

New technologies and apps have revolutionized the category

Market Size and Forecast

Not even the 'lipstick effect' helps the retail sales of color cosmetics

Figure 7: Retail sales of color cosmetics, by value, Brazil, 2010-20

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Figure 8: Forecast for retail sales of color cosmetics, by value, Brazil, 2010-20

Nail products are the main driver of the color cosmetics category

Figure 9: Retail sales of color cosmetics, by segment, by value, Brazil, 2014-15

Market Drivers

Micro franchises of nail products can help to fight the crisis

New technologies are seeking to deliver customization

Mobile apps offer a world of possibilities for color cosmetics

Key Players – What You Need to Know

Avon invests in campaign to announce its new lipstick

Brands launch first lines of matte lipstick in Brazil

Eudora starts selling its own line of nail polish

Natura set to open ten physical stores in 2016

Zap Jequití helps the communication with consultants

Market Share

Avon still leads retail market in spite of drop on sales

Figure 10: Top companies' retail sales shares in color cosmetics, by value, Brazil, 2014-15

Who's Innovating?

Brazilian market can explore more makeup for eyelashes and eyebrows

Figure 11: New product launches for eyelashes and eyebrow, by top 5 countries and Brazil, January 2013-December 2015

Many Brazilian women have an interest in spray format products

Figure 12: New product launches of color cosmetics in spray format, by top 5 countries, January 2013-December 2015

Facial makeups benefit from products that help to shape the face

Figure 13: New product launches of facial make-up, by subcategory, Brazil, January 2013-December 2015

The Consumer – What You Need to Know

Usage occasions seems to be linked to the prices of products

Brands need to provide strategies to gain credibility for its products

There are opportunities to make Brazilian women buy more

Brazilian women demonstrate to be interested in innovative products

Usage Occasions

Cheaper products and multifunction primers are more used daily

Figure 14: Usage occasions, by selected products, Brazil, February 2016

Brands can develop new concepts for primers

Figure 15: Usage occasions, by skincare products, Brazil, February 2016

There are opportunities to boost usage of eye shadows

Figure 16: Usage occasions, by eye products, Brazil, February 2016

Attitudes to Advertising

Makeup tutorials can improve the products credibility

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Figure 17: Attitudes to advertising, Brazil, February 2016

Virtual mirrors can help consumers to choose the right makeup

Figure 18: Attitudes to advertising, by region, Brazil, February 2016

There is lack of products for different skins and ethnic groups

Figure 19: Attitudes to advertising, by age group, Brazil, February 2016

Buying Behaviors

Search for low prices can increase desire for kits and refills

Figure 20: Buying behaviors, Brazil, February 2016

How to attract Brazilian women aged 55+?

Figure 21: Buying behaviors, by age group, Brazil, February 2016

Products in small sizes could please consumers from the South

Figure 22: Buying behaviors, by region, Brazil, February 2016

Innovations

Makeup remover oils have good opportunities in the market

Figure 23: Innovations, Brazil, February 2016

Food-based makeups gain strength as a trend

Figure 24: Innovations, by age group, Brazil, February 2016

Premium nail products have chances in the market

Figure 25: Innovations, by socioeconomic group, Brazil, February 2016

Appendix – Market Size and Forecast

Figure 26: Retail sales of color cosmetics, by value, Brazil, 2010-20

Figure 27: Forecast for retail sales of color cosmetics, by value, Brazil, 2010-20

Figure 28: Retail sales of color cosmetics, by segment, by value, Brazil, 2012014-2015

Appendix – Methodology and Definitions

Fan chart forecast

Abbreviations

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