

Attitudes towards Dermocosmetics - Brazil - November 2016

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“The dermocosmetics category is still a little underexplored in Brazil. Product launches with ‘anti-aging’ and ‘sun protection’ claims are still rare in the market. Furthermore, 30% of Brazilians say they never used dermocosmetics, which shows that these consumers still know little about these products and their benefits.”

– **Juliana Martins, Beauty and Personal Care Analyst**

This report looks at the following areas:

- How could dermocosmetic products appeal to more male consumers?
- Innovating with moisturizing dermocosmetics
- Opportunities for dermocosmetics in the shower usage occasion

Dermocosmetic products form a special category. Doctors and dermatologists are the main communication channel and these products are sold in just a few brick-and-mortar stores. In order to attract Brazilians, brands of skincare products should focus on consumers’ emotional wellbeing. It is also important to maintain ongoing marketing efforts in the purchasing channels and develop close relationships with doctors and dermatologists so they will recommend the products to their patients.

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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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Skin Types

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