

Beauty Habits - Brazil - March 2017

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"Brazil's current economic crisis might have had a positive impact on Brazilian consumers' beauty habits. They have reported to be using less water when getting ready and not buying a new beauty product until their current one runs out completely. These new habits could mean a more sustainable type of consumption."

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

This report looks at the following areas:

- How can brands encourage consumers to take up more sustainable beauty habits?
- How can brands attract consumers who stopped going to beauty salons and clinics?
- How could brands offer consumers more practical cosmetics?
- How could brands encourage more middle-class consumers to use more make-up?

This Report covers the beauty habits of Brazilian consumers, including the beauty routine steps taken by consumers in the morning, the facial skincare products consumers apply on most mornings, and the haircare products consumers apply on most days. It also covers what consumers have been doing more now compared to 12 months ago, regarding their beauty habits (eg if they are doing more facial/body treatments in specialized clinics, more hair treatments in beauty salons etc).

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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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Who's Innovating?

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