

## Facial Skincare - Brazil - November 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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“Brazil’s facial skincare market has some barriers to overcome in order to boost use and sales growth. Regarding the category products, the consumer research shows Brazilians fear allergic reactions; don’t know which product works better on their skin; and mistrust the benefits promised by brands.”

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

This report looks at the following areas:

- Retail sales growth slows to three-year low
- There are few launches of anti-pollution facial soaps
- Brands could convince mature men to use certain facial cosmetics
- Women are buying less facial cosmetics

The Brazilian market of facial skincare products has suffered with the economic recession the country has faced in the last three years and with the tax rise on cosmetics. The category retail sales started growing at a slower pace in 2015, with a 2.5% increase. In 2016, it grew 1.8%. Anti-aging products lead the rank of retail drivers, followed by facial cleansers.

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