

Suncare - Brazil - March 2018

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“Brazil’s suncare products market has been affected by the economic recession, with two consecutive years (2015 and 2016) of retail sales drop. The expectation is more optimistic for the next years, as sales should resume growth as the country’s economy improves.”

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

This report looks at the following areas:

The market, however, still faces fierce competition from other cosmetics with SPF, and has the great challenge of developing products that combine sun protection with other benefits that appeal to Brazilian consumers.

The suncare products market has been impacted by the economic recession of the last three years. In addition to high unemployment and inflation rates, Brazilians have traveled less often on holidays, which may have reduced sales of suncare products. The market, however, should resume growth as the economy improves. Products that do not contain chemical ingredients, with different textures (eg powder) and formats (eg stick), and developed to specific audiences, such as elderly people and babies and children, can bring innovation to the category.

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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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Hyaluronic acid can be used in suncare products against wrinkles

Brands could invest in mineral-based suncare products

Sunscreens will be distributed to those who work exposed to the sun

Suncare products face competition from cosmetics with SPF

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Two market leaders account for more than 50% of retail sales

Campaigns highlight new products and encourage daily protection

New formats and textures can bring differentiation to lip sun protection

Brands have invested in antiperspirant products and vegetable oils

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