

# Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“New trends, such as natural, organic, and vegan products, as well as options for different hair types, such as curly and Afro-textured; new washing techniques, such as no-poo/low-poo; and line extensions, such as post-shampoos, pre-shampoos, and cleansing conditioners have impacted consumption and changed consumer behaviors.”

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

This report looks at the following areas:

- **There is a lack of products for the elderly**
- **Consumption of dry haircare products is still low**
- **Women with wavy hair also need incentive to adopt natural style**

Shampoos and conditioners are considered products of basic hygienic need and are highly consumed in Brazil, even during financial difficulties. However, consumers have favored cheaper options, a behavior that has impacted retail sales performance in terms of value since 2015. On the other hand, the hair colorant market may have benefited from the economic recession. As consumers' purchasing power has declined, brands of hair colorants have invested in the development of products that are easy to use (ie products that can be applied at home by consumers themselves).

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

Challenges  
There is a lack of products for the elderly  
Consumption of dry haircare products is still low  
Figure 1: Launches of dry shampoos, by format/texture, January 2016-February 2018  
Women with wavy hair also need incentive to adopt natural style  
Opportunities  
Mix of products can help boost sales of shampoos and conditioners  
Figure 2: Retail sales of shampoos and conditioners, by value, Brazil, 2012-22  
Temporary hair color products can appeal to young people  
Figure 3: Usage of hair colorants, "No, but I have colored my hair in the past," by age, February 2018  
Products designed to be used during sleep can have many claims  
Figure 4: Hair products interest, "Products designed to be used during sleep," February 2018  
What we think

### The Market – What You Need to Know

Shampoos and conditioners are highly consumed  
Hair colorants may have benefited from the economic recession  
Number of new beauty salons and barber shops increases  
Market can explore some niches to stimulate sales in volume

### Market Size and Forecast

Mix of products can boost sales of shampoos and conditioners  
Figure 5: Retail sales of shampoos and conditioners, by value, Brazil, 2012-22  
Figure 6: Forecast of retail sales of shampoos and conditioners, by value, Brazil, 2012-22  
Economic recession can help retail sales of hair colorants  
Figure 7: Retail sales of hair colorants, by value, Brazil, 2012-22  
Figure 8: Forecast of retail sales of hair colorants, by value, Brazil, 2012-22

### Market Drivers

Economic recession hasn't stopped opening of beauty salons  
Barber shops become important sales channel  
There is a lack of products for the elderly  
Technologies present in formulations help ensure hair health

### Key Players – What You Need to Know

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Unilever leads sales of shampoos and conditioners
- L'Oréal and Coty account for more than half of hair colorant sales
- Several campaigns are carried out to publicize haircare products
- Brands can invest in products with natural ingredients and dry usage

## Market Share

- Two companies account for more than half of Brazil's retail sales of shampoos and conditioners  
Figure 9: Leading companies' retail sales share of shampoos and conditioners, by value, Brazil, 2016-17
- Innovation and color diversity ensure L'Oréal leadership  
Figure 10: Leading companies' retail sales share of hair colorants, by value, Brazil, 2016-17

## Marketing Campaigns and Actions

- Actress Isis Valverde is the face of O Boticário new haircare line  
Figure 11: O Boticário "Patrulha do Frizz" campaign, August 2017
- Singer Ludmilla does hair transition with Salon Line products  
Figure 12: Salon Line "#todecacho" campaign, December 2017
- Seda reveals its new style of communication  
Figure 13: Seda "#JuntasArrasamos" campaign, July 2017
- Elsève features actress Grazi Massafera as spokeswoman  
Figure 14: Elsève Cicatri Renov campaign, August 2017
- TRESemmé Solar Repair had online and offline campaigns  
Figure 15: TRESemmé Solar Repair campaign, February 2018
- Niely launches 'Diva de Cachos' line with influencers' co-creation  
Figure 16: Niely "Diva de Cachos" campaign, September 2017
- Siège campaign with several women shows products for curly hair  
Figure 17: Eudora "Siège Revela os Cachos" campaign, October 2017
- Pantene launches second edition of its reality show  
Figure 18: "Cabelo Pantene" campaign, January 2018
- L'Oréal Paris launches first makeup to cover gray hair  
Figure 19: L'Oréal Magic Retouch campaign, November 2017
- Garnier Nutrisse launches first colorant for curly hair  
Figure 20: Nutrisse "Cachos Poderosos" campaign, November 2016
- Niely Color&Ton launches campaign to show its new packages  
Figure 21: Niely Color&Ton campaign, February 2018

## Who's Innovating?

- Hair colorants with natural ingredients can use "repair damage" claim  
Figure 22: Launches of hair colorants positioned as "100% natural" and "organic," top 5 countries, January 2015-February 2018
- Despite low consumption, dry products attract consumers  
Figure 23: Launches of dry shampoos, by format/texture, January 2016-February 2018
- Consumers are increasingly looking for customized products

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 24: Schwarzkopf Professional SalonLab

## The Consumer – What You Need to Know

- There is space for wavy and straight hair products
- Hair colorants can invest in products aimed at some niches
- Hair growth and volumizing are some benefits sought by consumers
- Hair colorants can play with their products on social media
- Products designed to be used during sleep and with UV protection have space in the market, as well as hair mask developed for men
- More than half of Brazilians is concerned with the health of their scalp

## Hair Types

- Women with wavy hair also need incentive to adopt natural style  
Figure 25: Hair types, among women, February 2018
- Hair colorants with long-lasting color can attract those with straight hair  
Figure 26: Hair types, "No, I have never colored my hair," February 2018
- Brands can invest in apps focused on Afro-textured hair  
Figure 27: Hair types, "I am interested in apps that can send advice for my hair type," February 2018

## Usage of Hair Colorants

- Brands well-known by men could invest in hair colorants  
Figure 28: Usage of hair colorants, "No, I have never colored my hair," by gender, February 2018
- Mature women should be encouraged to use repairing products  
Figure 29: Usage of hair colorants, "Yes, at home by myself," among women, February 2018
- Temporary hair color products can appeal to young people  
Figure 30: Usage of hair colorants, "No, but I have colored my hair in the past," by age, February 2018

## Haircare Benefits

- Brands can help consumers to monitor hair growth  
Figure 31: Haircare benefits, February 2018
- Partnerships or tie-in sales can attract those who use dryer or flat iron  
Figure 32: Haircare benefits, by online activity, February 2018
- Micellar water can be used to communicate different benefits  
Figure 33: Haircare benefits, by consumer behavior, February 2018

## Hair Color Purchase Influencers

- Hair colorants can play in social media campaigns  
Figure 34: Hair color purchase influencers, February 2018
- Many Brazilians want hair colorants with moisturizing benefit  
Figure 35: Hair color purchase influencers, "longevity of color" and benefits, February 2018

## Hair Products Interest

- Products designed to be used during sleep can have many claims  
Figure 36: Hair products interest, "Products designed to be used during sleep," February 2018

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

There is space for products with sun protection for older people

Figure 37: Hair products interest, "Hair products with UV protection (Have used and interested in using again)," by generation, February 2018

Hair masks that take care of the scalp may appeal to men

Figure 38: Hair products interest, "Hair mask (Have never used but interested in trying)," by gender, February 2018

## Consumer Behavior

Products for the scalp can provide many benefits

Figure 39: Consumer behavior, February 2018

Brands can explore premium products that help conserve water

Figure 40: Consumer behavior, "I would be willing to pay more for easy-rinse products that help me conserve water," by socioeconomic group, February 2018

## Appendix – Abbreviations

Abbreviations

## Appendix – Market Size and Forecast

Market size and forecast

Figure 41: Retail sales of shampoos and conditioners, by value, Brazil, 2012-22

Figure 42: Forecast of retail sales of shampoos and conditioners, by value, Brazil, 2012-22

Figure 43: Retail sales of hair colorants, by value, Brazil, 2012-22

Figure 44: Forecast of retail sales of hair colorants, by value, Brazil, 2012-22

Figure 45: Leading companies' retail sales share of shampoos and conditioners, by value, Brazil, 2016-17

Figure 46: Leading companies' retail sales share of hair colorants, by value, Brazil, 2016-17

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)