

## Color Cosmetics - Brazil - July 2018

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

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“The category of color cosmetics has several opportunities to innovate in Brazil, offering different formats, textures, and claims. In addition, new technologies have changed the market, thus brands have tried to adapt by offering augmented reality apps, developing marketing actions via social media and appealing to minority groups.”

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

This report looks at the following areas:

- International brands close and open stores in Brazil
- Physical stores and direct sales appeal to women in the Northeast
- Pharmacies need to do more to keep attracting consumers

Brazil's color cosmetics market has faced some challenges due to the country's economic recession. The category, however, has grown thanks to affordable prices and women's participation in the labor market. The market of color cosmetics has been changing gradually. Brands have been trying to attract consumers using social media, offering mobile apps to test makeup, and developing communication strategies that focus on minority groups, such as drag queens, homosexuals, and transsexuals.

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Brands and retailers back ending animal tests

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Marketing campaigns reflect the new reality

Scented makeup and coffee- and milk-based nail polish

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Young women are more likely to spend more time in their beauty routine

Pharmacies become the main sales channel

Some women seek nail polish that helps nail growth

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Source: Lightspeed/Mintel

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