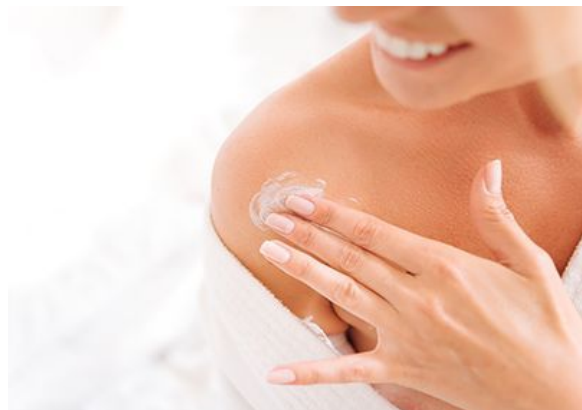


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"Most of Brazilians use body, hand, and foot care products and deodorants only after bathing/showering. There is space, however, for innovation in these segments. In addition, brands need to improve their communication strategies, making clear the purpose of their products and what skin type they serve best."

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

This report looks at the following areas:

- Those with dry skin need to use more body care products
- There is a lack of sport deodorants for women
- Natural products should also look to the lower socioeconomic groups

Brazil's retail sales of body care products grew very little in 2016 and 2017, according to Mintel. The poor performance can be explained by the country's economic instability – high inflation, rising unemployment and increasing prices of beauty products – which has affected the consumption power of Brazilian families.

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