"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.
Table of Contents

Overview

What you need to know
Definition

Executive Summary

Challenges
Those with dry skin need to use more body care products
Figure 1: Body skin types, by usage of body care products “after bathing/showering,” June 2018

There is a lack of sport deodorants for women
Figure 2: Body care routines, by gender and usage of deodorants, June 2018

Natural products should also look to the lower socioeconomic groups
Figure 3: Body care benefits, by socioeconomic group, June 2018

Opportunities
Body care products could communicate the benefits of vitamins and supplements
Deodorants with perfume fragrances appeal to young consumers
Figure 4: Deodorant statements, by age, June 2018

Body care products that help consumers relax when taking a shower can attract Brazilians
Figure 5: Attitudes toward body care products, June 2018

What we think
Economic instability has impacted the body care market
Brands can attract consumers with sport products
Body care products could get inspired by the benefits of vitamins and supplements

Market Size and Forecast

Unstable economic scenario will keep impacting the category
Figure 6: Retail sales of body care products, by value – Brazil, 2013-23
Figure 7: Forecast of retail sales of body care products, by value – Brazil, 2013-23

Body care products are the main sales driver of the category
Figure 8: Retail sales of body care products, by value, by segment – Brazil, 2016-17

Market Drivers
Brands have the opportunity to invest in sport products
Body care products could communicate the benefits of vitamins and supplements
Brands could develop products that adapt to climate change

Key Players – What You Need to Know
Natura leads retail sales of body care products
Campaigns in different media have stood out
UV protection, anti-aging and stick format are opportunities for innovation

Market Share

Brazilian brands lead the body care market

Figure 9: Leading brands’ retail sales share in the body care products market, by value – Brazil, 2016-17

Marketing Campaigns and Actions

Natura makes an unprecedented partnership with Dafiti

Natura tries to reconnect women with their own bodies

Figure 10: Natura’s campaign, June 2017

Natura exalts the female body

Figure 11: Natura’s campaign, June 2018

Monange launches campaign to show its new positioning

Figure 12: Monange’s campaign, August 2017

Monange shows the new packaging of its moisturizers

Figure 13: Monange’s campaign, June 2018

Nivea Men creates a campaign with soccer players

Figure 14: Nivea Men’s campaign, April 2018

Female singers participate in Nivea Brasil campaign

Figure 15: Nivea Brasil’s campaign, April 2018

Boticário makes online promotion

Figure 16: Boticário’s campaign, February 2018

Boticário innovates with its main brand, Malbec

Figure 17: Boticário’s campaign, July 2018

Campaign shows the different formats of Rexona antiperspirants

Figure 18: Rexona’s campaign, June 2018

Rexona Men launches campaign during the World Cup

Figure 19: Rexona Men’s campaign, May 2018

Gillette launches a campaign to show new gel deodorant

Figure 20: Gillette’s campaign, April 2018

Paixão launches campaign with Paolla Oliveira

Figure 21: Paixão’s campaign, February 2018

Avon invests in campaign with Maiara & Maraisa duo

Figure 22: Avon’s campaign, February 2017

Who’s Innovating?

Products with sun protection can explore different occasions

Figure 23: Percentage of "UV protection" body care products launches, by top five countries and Brazil, January 2016-June 2018

Launches of anti-aging body care products in Brazil are low

Figure 24: Percentage of "anti-aging" body care products launches, by top five countries and Brazil, January 2016-June 2018

Stick format can be communicated in different ways

BUY THIS REPORT NOW

VISIT: 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
Bodycare - Brazil - October 2018

The Consumer – What You Need to Know

Brands need to better communicate their products according to the body skin type
Sport deodorants can appeal to Brazilian women
Analysis reveals which benefits the ideal body care product would have
Antibacterial deodorants appeal to more than half of Brazilians
There is space for body care products that improve wellbeing
Body spray and body mask can attract Brazilian consumers

Body Skin Types

Those with dry skin need to use more body care products
Figure 26: Body skin types, by usage of body care products "after bathing/showering," June 2018
Brands should use different messages to attract consumers with oily skin
Figure 27: Body skin types, by body care routines, "I don't use this product," June 2018
Technologies that help improve the skin can attract consumers who define their skin type as "combination"
Figure 28: Body skin types, by selected attitude toward body care products, June 2018

Body Care Routines

There is a lack of sport deodorants for women
Figure 29: Body care routines, by gender and usage of deodorants, June 2018
Brands have space to innovate with hand care and foot care products to be used at night
Figure 30: Body care routines, by selected products and age, June 2018
Products that communicate pleasant scent can appeal to southerners
Figure 31: Body care routines, by selected products and region, June 2018

Body Care Benefits

Ideal body care product is a challenge to the market
Figure 32: TURF analysis, body care benefits, June 2018
Young women may be interested in products that can be made at home with antipollution ingredients
Figure 33: Body care benefits, by gender and age, June 2018
Natural products should also try to appeal to the lower socioeconomic groups
Figure 34: Body care benefits, by socioeconomic group, June 2018

Deodorants Statements

More than half of Brazilians have an interest in antibacterial deodorants
Figure 35: Deodorant statements, June 2018
Deodorants with perfume fragrances appeal to young consumers
Figure 36: Deodorant statements, by age, June 2018

Attitudes toward Body Care Products

Body care products that help consumers relax when taking a shower can attract Brazilians
Figure 37: Attitudes toward body care products, June 2018

BUY THIS REPORT NOW

VISIT: 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
In-shower moisturizers for body and face can attract Brazilians who want to save time
Figure 38: Attitudes toward body care products, June 2018

Interest in Formats

Deodorants for the whole body can be communicated in different ways
Figure 39: Interest in formats, June 2018

Brands can innovate with moisturizing body sheet masks
Figure 40: Interest in formats, by gender and age, June 2018

Brazilians could be interested in body wipes free from chemical ingredients
Figure 41: Interest in formats, by “chemical-free (eg no parabens)” benefit, June 2018

Appendix – Abbreviations

Appendix – Market Size and Forecast

Market size and forecast:
Figure 42: Retail sales of body care products, by value – Brazil, 2013-23
Figure 43: Forecast of retail sales of body care products, by value – Brazil, 2013-23
Figure 44: Leading brands’ retail sales share in the body care products market, by value – Brazil, 2016-17