

Beauty Retailing - Brazil - November 2018

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"Brazil's beauty retailers still perform simple actions to attract consumers to their stores, compared to what has been done in countries such as the US. The competition is getting increasingly fiercer, as pharmacies merge to become stronger and big players in the sector buy smaller brands to increase their market share."

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

This report looks at the following areas:

- Click and collect system can boost online sales
- Direct sales brands can expand to other channels to attract C12 consumers
- Chatbots are revolutionizing the way brands talk with their customers

Brazil's beauty retailing market is still dominated by physical sales channels, as most consumers buy beauty and personal care products in supermarkets, pharmacies, and door-to-door sales. Beauty retailers, however, need to modernize, offering technological solutions to consumers in order to stand out in the market. Social media is also playing an important role in terms of how beauty brands and stores operate, as everything tends to be shared online. Therefore, it is important for retailers to be present in these channels and communicate with their consumers via Facebook and Instagram, for example.

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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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Beauty retailers have been reinvented with mergers, acquisitions, and creative spaces to be shared on social media

Socioeconomic problems, such as high dollar and unemployment, can generate opportunities

Market Drivers

Acquisitions and partnerships are changing Brazil's beauty retailing market

Brands are understanding the importance of sales via mobile phones

Unemployment creates job opportunities, such as beauty consultants

Beauty retailers may be affected by the high value of dollar, but can also benefit from it

Retailers need to create "Instagrammable" spaces to attract customers

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