

# Soap, Bath and Shower Products - Brazil - January 2019

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## This report looks at the following areas:

- Brands need to rethink their manufacturing processes
- Consumers see liquid soap as safer and gentler than bar soap

Three companies lead Brazil's soap, bath and shower products market: Unilever, Colgate-Palmolive, and Natura. These companies have together more than half of the sector's market share in the country. In recent years, they have brought differentiation to the market, such as anti-bacterial products for mass use (due to the Influenza A virus). Brands, however, need to keep innovating. Probiotic-based products are a good example, following the trend of using good bacteria present in cosmetics in the segment of beauty and personal care.



"The soap, bath and shower products market has some challenges in Brazil. The industry needs to be aware of the risks certain materials can cause to the environment and to people, such as microplastics in scrubs, for example."

– Juliana Martins, Beauty and Personal Care Senior Specialist

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- **Brands reposition their products**
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