

Skincare – Brazil – October 2019

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This report looks at the following areas:

- One quarter of Brazilian women have sensitive skin
- Body oils can innovate to boost consumption in Brazil
- Single-use products should focus on sustainability

Few brands develop facial products for sensitive skin, for example, and many products do not seem to be suitable for the main skin types mentioned by Brazilians (oily and combination). It is necessary, therefore, to understand the needs of every age group and develop products that meet different demands in terms of formats, ingredients and textures.



“Facial and body skincare products have some challenges to overcome in order to attract more and more Brazilian consumers to the category.”

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

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- **Casa Feito Brasil and The Ordinary bring innovation to the skincare market**

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- **Most of Generation Z have oily or combination skin**
- **Only 23% of Brazilians use body oils**

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