

Baby and Children Personal Care Products - Brazil - July 2019

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Disposable diapers need to become eco-friendly
- Parents prefer products made specifically for children
- Dermocosmetics for children are still a niche

Gentle and natural ingredients, UV ray protection and made for specific stages in child's development, for example, are more important than a low price for customers when choosing products in the segment. This is an indication that safety is above anything else. Brands and companies, therefore, should develop products that are gentle, safe and sustainable."



"The category of baby and children personal care products should keep developing according to the parents' demands. The beauty habits are changing, and consumers who buy products for their children are picky."

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

Buy this report now

Visit	store.mintel.com
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

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **Challenges**
- **Disposable diapers need to become eco-friendly**
Figure 1: Attitudes toward products, April 2019
- **Dermocosmetics for children are still a niche**
Figure 2: Purchase influencers, April 2019
- **Opportunities**
- **Rash cream can innovate with new formats**
Figure 3: Format and texture type preferences, April 2019
- **Products with natural ingredients appeal to parents**
Figure 4: Attitudes toward products, by children living in the household, April 2019
- **Wet wipes can bring new functionality**
Figure 5: Attitudes toward products, "I only use baby wipes when I'm away from home with my child," April 2019
- **What we think**

MARKET DRIVERS

- **Products for children need to adapt to the sustainability trend**
Figure 6: Wiona Hypoallergenic and Biodegradable Diapers, June 2015
- **Zika virus brings opportunities to the market for children**
- **Worldwide, over half of school-aged children suffer from tooth decay**
- **Atopic dermatitis affects 13.7% of children aged 14 and under**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Relaunches and innovative actions drive the category**
- **Survey shows men's participation in child care, concern with UV rays and interest in products that offer relaxation**
- **Products made for specific ages and safe ingredients can stand out**

MARKETING CAMPAIGNS AND ACTIONS

- **Personal care products**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **J&J repositions all its baby and children products**
Figure 7: J&J campaign, January 2019
- **J&J launches a movement to celebrate Mother's Day**
Figure 8: J&J campaign, May 2019
- **O Boticário's Boti Baby line is relaunched with new characters**
Figure 9: O Boticário campaign, July 2018
- **Sorriso launches toothpaste for kids**
- **Condor and Mattel partner to launch products with Hot Wheels brand**
- **Huggies launches a challenge for parents to test wet wipes**
Figure 10: Huggies campaign, September 2018
- **Disposable diapers**
- **Natura installs changing rooms in men's toilets in Brazil**
Figure 11: Natura campaign, October 2018
- **Pom Pom celebrates 50th anniversary with a new ambassador and new diapers**
Figure 12: Pom Pom campaign, September 2018
- **Pampers and Easy Taxi team up**
- **Bepantol Baby encourages men to take care of their children**
Figure 13: Bepantol Baby campaign, April 2019

WHO'S INNOVATING?

- **There is space for brands to reach out directly to men with children**
Figure 14: Global launches of baby and children personal care products, top 5 countries, January 2016-May 2019
Figure 15: Natura campaign, November 2018
Figure 16: Pampers Pure campaign, August 2018
Figure 17: Pompis campaign, January 2016
Figure 18: Dove Men+Care campaign, March 2019
- **Parents have great concern with UV rays**
Figure 19: Launches of baby and children personal care products, Latin America, January 2016-May 2019
- **Brands can innovate with products that help babies and children relax**
Figure 20: Launches of baby and children personal care products, January 2016-May 2019

CASE STUDIES

- **Products made for certain ages are launched in France**
- **The Honest Company explains how its products are made**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Figure 21: The Honest Company campaign, May 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- Disposable diapers and swim diapers could bring more innovations
- Using safe ingredients is essential for children's products
- Category has space to develop dermocosmetics for children
- Over half of the parents have an interest in sustainable products
- Parents prefer products made specifically for children

PRODUCTS PURCHASED AND FORMAT AND TEXTURE TYPE PREFERENCES

- Disposable diapers need to innovate
Figure 22: Products purchased, April 2019
Figure 23: Huggies Made By You campaign, US, June 2018
- Perfumes with children's characters can boost consumption
Figure 24: Products purchased, by fragrance/cologne and children living in the household, April 2019
- Swim diapers can appeal even more to AB consumers
Figure 25: Products purchased, by swim diapers for the swimming pool/beach and socioeconomic group, April 2019
- Rash cream can be more innovative
Figure 26: Format and texture type preferences, April 2019

IMPORTANT PURCHASE FACTORS

- Products with gentle ingredients are important for parents
Figure 27: Important purchase factors, April 2019
- Analysis identifies the ideal benefits for a children's product
Figure 28: TURF analysis, important purchase factors, April 2019
- Natural haircare products for specific hair types can attract some parents
Figure 29: Important purchase factors, April 2019

PURCHASING INFLUENCERS

- Dermocosmetics for children have space to grow
Figure 30: Purchase influencers, April 2019
- New technologies can appeal to Millennial parents
Figure 31: Purchase influencers, by generation, April 2019
Figure 32: Grush campaign, May 2016

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

BEHAVIORS TOWARD PRODUCTS

- **Parents have an interest in sustainable products for children**

Figure 33: Behaviors toward products, April 2019

- **Makeup containing sunscreen can boost consumption**

Figure 34: Behaviors toward products, by children living in the household, April 2019

- **Millennial parents can be attracted by apps that inform them about ingredients**

Figure 35: Behaviors toward products, by generation, April 2019

ATTITUDES TOWARD PRODUCTS

- **Parents prefer products made specifically for children**

Figure 36: Attitudes toward products, April 2019

- **Parents believe products with natural ingredients are higher quality and more trustworthy**

Figure 37: Attitudes toward products, by children living in the household, April 2019

- **Wet wipes can expand by offering new functionalities**

Figure 38: Attitudes toward products, "I only use baby wipes when I'm away from home with my child," April 2019

APPENDIX – ABBREVIATIONS

- **Abbreviations**

APPENDIX – MARKET SIZE AND MARKET SHARE

- **Market size**

Figure 39: Retail sales of disposable diapers*, by value, Brazil, 2013–18

- **Market share**

Figure 40: Leading companies' retail sales share of disposable diapers*, by value, Brazil, 2017–18

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.