

Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2019

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“The haircare products market has been trying to bring innovations to Brazil. Several marketing campaigns and actions demonstrate the importance of the category in the country. ”

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

This report looks at the following areas:

- Amazon expansion changes the e-commerce sector in Brazil
- More than half of Brazilians haven't used hair colorants in recent months
- Millennials seem to be less loyal to haircare products brands

Brazil's haircare products market has been growing steadily. Some issues, however, have encouraged the category to reinvent itself. Developing sustainable products that protect the environment and items specifically designed for older consumers, young people, and men are fundamental to modernize the market.

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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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