

# The Beauty Consumer - Guiding the Industry through Their Behavior and Attitudes - Brazil - November 2019

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“Brazilians don’t spend too much time on their daily beauty routine. More than a third of men spend less than five minutes a day, while a third of women spend 5-14 minutes. The market needs to overcome some challenges in order to bring innovations to consumers.”

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

This report looks at the following areas:

- Men spend less than five minutes a day on their beauty routine
- Most Brazilians do not consider animal-sourced ingredients to be natural or organic
- Haircare products have the challenge of developing water-saving products
- Young people value efficiency more than naturalness

Products with natural ingredients must include clear and accurate information about their attributes to appeal to Brazilians and make them believe in the benefits delivered. In addition, the haircare category needs to develop sustainable products that reduce water use. Several opportunities lie ahead of the beauty market in Brazil: personalized products, nutraceuticals, and products aimed at senior women and men are some of them.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Challenges

Men spend less than five minutes a day on their beauty routine

Figure 1: Time spent, by gender – Brazil, July 2019

Most Brazilians do not consider animal-sourced ingredients to be natural or organic

Figure 2: Natural products indicators – Brazil, July 2019

Haircare products have the challenge of developing water-saving products

Figure 3: New products usage – Brazil, July 2019

Young people value efficiency more than naturalness

Figure 4: Attitudes towards natural products, by age group – Brazil, July 2019

Opportunities

Facial or body masks for men are still niche but have space to grow

Figure 5: New products usage, by selected product and gender – Brazil, July 2019

There are numerous innovation opportunities to attract women aged 55+

Figure 6: Beauty routine, by women's age group – Brazil, July 2019

Facial cosmetic brands could invest in customization

Figure 7: Interest in innovations, by facial and body skincare products used – Brazil, July 2019

There are opportunities to develop nutraceuticals that combine healthiness and time-saving attributes

Figure 8: Attitudes toward beauty – Brazil, July 2019

What we think

### Market Drivers

The older population continues to grow in Brazil

Growing ecommerce sales will increasingly impact physical retail sales

UN says oceans could have more plastics than fish by 2050

### Key Players – What You Need to Know

Boticário buys Vult and Natura acquires Avon

In-shower products aimed at sports practice and makeup for men can bring innovation

Foreo and Fenty Beauty innovate with different positioning

### Marketing Campaigns and Actions

American brand doTERRA is launched in Brazil

Figure 9: doTERRA's video, December 2018

Boticário and Natura's acquisitions move the market

Companies come together to inspire women

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Figure 10: The Beauty Box and LinkedIn's web series, July 2019

Avon Foundation for Women invests in Malala Fund

Brazilian brands have invested more in mobile apps and social media actions

## Who's Innovating?

Study shows makeup is part of some men's beauty routine

Figure 11: MAC Cosmetic's tutorial, March 2019

Figure 12: Google Trends search analysis, "maquiagem masculina" (male makeup) – Brazil, January 2004-August 2019

In-shower products appeal to almost half of Brazilians

Figure 13: Launches of beauty and personal care products\*, by "in-shower" keyword and top five claims – Worldwide, January 2016-August 2019

Products that encourage consumers to play sports may attract some Brazilians

Figure 14: Launches of beauty and personal care products, by "sport" keyword – Top five countries, January 2016-August 2019

Figure 15: Lux Go Active new line's video, February 2019

## Case Studies

Foreo brings beauty devices to consumers' daily routine

Fenty Beauty democratizes beauty with products for all skin tones

## The Consumer – What You Need to Know

There are opportunities to attract men and women according to their daily beauty routines

Brazilians have started using scalp treatment products

Survey reveals which innovations appeal to consumers

Brazilians point out the main characteristics that make a product be natural or organic

Some Brazilians who believe in the effectiveness of natural products show interest in Asian cosmetics

There are opportunities in the market to innovate with nutraceuticals

## Time Spent and Beauty Routine

Most men's beauty routine lasts less than five minutes

Figure 16: Time spent, by gender – Brazil, July 2019

Practical haircare products may appeal to inhabitants of the South and Southeast regions

Figure 17: Beauty routine, by region – Brazil, July 2019

Both men and women remove body hair frequently

Figure 18: Beauty routine, by gender – Brazil, July 2019

Facial and body care routine is important for women aged 55+

Figure 19: Beauty routine, by women's age group – Brazil, July 2019

## New Products Usage

Scalp and water-saving products appeal to half of Brazilians

Figure 20: New products usage – Brazil, July 2019

Dermocosmetics for combination skin may attract women aged 35+

Figure 21: New products usage, by selected product and gender – Brazil, July 2019

Men's facial and body masks are niche but there are opportunities to grow

Figure 22: New products usage, by selected product and gender – Brazil, July 2019

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## Interest in Innovations

Facial cosmetic brands could invest in customization

Figure 23: Interest in innovations, by facial and body skincare products used – Brazil, July 2019

Food-based ingredients can be used in place of water, contributing to its preservation

Figure 24: Interest in innovations, by selected innovation and interest in ingredients – Brazil, July 2019

Despite seeking sustainable packaging, few Millennials are interested in naked products

Figure 25: Interest in innovations, by selected innovation and generation – Brazil, July 2019

## Natural Products Indicators

Most Brazilians do not consider animal ingredients to be natural or organic

Figure 26: Natural products indicators – Brazil, July 2019

Analysis reveals the main characteristics that Brazilians associate with natural or organic products

Figure 27: Natural products indicators, TURF analysis – Brazil, July 2019

Half of Brazilian women associate sustainable practices with natural products

Figure 28: Natural products indicators, by gender – Brazil, July 2019

## Attitudes towards Natural Products

Brands could draw on Asian products to innovate with natural cosmetics

Figure 29: Attitudes towards natural products – Brazil, April 2019

Young people value efficacy more than naturalness

Figure 30: Attitudes towards natural products, by age group – Brazil, July 2019

Influencers can help consumers better understand the differences between certain products

Figure 31: Attitudes towards natural products, by attitudes toward beauty – Brazil, July 2019

## Attitudes toward Beauty

Nutraceuticals can position themselves using claims such as healthiness and time saving

Figure 32: Attitudes toward beauty – Brazil, July 2019

Brands need to be close to female consumers aged 55+

Figure 33: Attitudes toward beauty, by women's age group – Brazil, July 2019

Figure 34: Covergirl's campaign with Maye Musk, April 2019

## Appendix – Abbreviations

Abbreviations

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