

September 2018

Vitamins and Supplements - Brazil

"Brazil's supplements market goes through a historic moment, with the implementation of a specific legislation for the sector. The new rules should help raise the perception of quality and safety of the products, whose benefits will be scientifically proven. Manufacturers, however, should be aware they will need to redouble ...

Bodycare - Brazil

"Most of Brazilians use body, hand, and foot care products and deodorants only after bathing/showering. There is space, however, for several innovations in these segments. Body masks (similar to face masks), deodorant spray for the whole body and relaxing fragrances are some of the products that can boost consumption ...

July 2018

Color Cosmetics - Brazil

"The category of color cosmetics has several opportunities to innovate in Brazil, offering different formats, textures, and claims. In addition, new technologies have changed the market, thus brands have tried to adapt by offering augmented reality apps, developing marketing actions via social media and appealing to minority groups."