

January 2020

Fragrances - Brazil

“Fragrances are part of Brazilians’ beauty routine and the different ways of using them and the various categories of products influence consumer purchasing behavior. In order to attract consumers and stand out in the midst of great competition, brands and products may offer possibilities of customization and personalization and invest ...

November 2019

The Beauty Consumer - Brazil

“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. Products with natural ingredients ...

Vitamins and Supplements - Brazil

“As technology advances and electronic devices and mobile apps become part of everyday life (eg, monitoring the quality of sleep, physical exercise and calorie intake), consumers are likely to be even more proactive when it comes to understanding their own needs. This may boost the consumption of vitamins and supplements ...

October 2019

Skincare - Brazil

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

September 2019

Color Cosmetics - Brazil

“Brazil’s makeup market has a few challenges to face. There is still a small number of brands focusing on social inclusion and individuality or developing products aimed at older generations. In addition, products such as eyeliners, blushes, and illuminators are more likely to be used for a special occasion only ...

July 2019

Baby and Children Personal Care Products - Brazil

“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. Gentle and natural ingredients, UV ray protection and made for specific stages in child’s development, for example, are ...

June 2019

Household Cleaning Habits - Brazil

“Brazilians want quality products that offer good value for their money. The high demand for cleaning products in refillable packaging shows that consumers see this option as a good way to buy their favorite brands at an affordable price. Private label has also gained relevance by combining good quality and ...

April 2019

Haircare - Brazil

“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. However, consumers still seem to be afraid regarding the use of certain products – such as hair colorants – and some behaviors – such ...

February 2019

Soap, Bath and Shower Products - Brazil

“The soap, bath and shower products market has some challenges in Brazil. The industry needs to be aware of the risks certain materials can cause to the environment and to people, such as microplastics in scrubs, for example. In addition, it's important that soap, bath, and shower products use ...