

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 ...