

August 2023

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

June 2023

Haircare - Brazil

“In 2022, due to a complex economic environment, consumers had to adopt strategies to save money, whether by choosing more-affordable brands or by simplifying their haircare routines. Consequently, they reduced their visits to beauty salons – or avoided them altogether. At the same time, hair loss has affected almost a ...