

Beauty and Personal Care - Brazil

December 2015

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– Andre Euphrasio, Research Analyst

Suncare - Brazil

"Suncare lotions/creams are highly used by Brazilians. However, there is space in the market for products with different textures (eg powder) and formats (eg soaps). In addition, suncare products designed for other areas (apart from face and body), such as hair, could appeal to Brazilians."

– Juliana Martins, Beauty ...

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Babies' and Childrens' Personal Care - Brazil

"The majority of parents with children aged 8-12 at home report buying from one to three personal care products for their children, while a minority of them report buying from 7-12 products. Products that use licensed children's characters or that are endorsed by athletes and/or artists well known by ...