

April 2017

Fragrances - Brazil

"The fragrance market in Brazil is growing, especially men's fragrances, showing an opportunity for brands to explore other formats to appeal to male consumers. Considering consumers in general, some products help maintain frequency of use of the category, such as products that promise long-lasting fragrances, seen as better value for ...

January 2017

Supermercados e Hipermercados - Brazil

"O mercado varejista de alimentos e bebidas no Brasil é muito competitivo, e os varejistas que irão se destacar entre os consumidores, e ultrapassar a concorrência, serão aqueles que oferecerem novos produtos e serviços.

Devido à situação econômica, varejistas de alimentos e bebidas precisam aprender a lidar com consumidores que ...

Suncare - Brazil

"33% of the Brazilians interviewed said they use suncare products every day, including during the winter. However, 35% of them said they often forget to apply them. Explaining the risks of sun exposure and educating them to use sunscreens daily, and not just during the summer, are still big challenges ...

December 2016

Attitudes towards Dermocosmetics - Brazil

"The dermocosmetics category is still a little underexplored in Brazil. Product launches with 'anti-aging' and 'sun protection' claims are still rare in the market, compared with other countries. Furthermore, 30% of Brazilians say they never used dermocosmetics, which shows that these consumers still know little about these products and their ...

November 2016

Healthy Lifestyles - Brazil

"Brazilian attitudes toward health are polarized. While females focus on dieting and weight, males are more likely to exercise. Healthy habits increase with income and with age. However the growing interest in certain health solutions and tools indicates that this scenario could soon be changing."

– Renata Pompa de ...

June 2016

Color Cosmetics - Brazil

"The color cosmetics category is unique when it comes to shopping experience: at the same time that consumers seek a sensorial experimentation of the products, they have increasingly moved towards mobile apps and virtual platforms in order to learn new makeup techniques and how to use a wide range of ...

April 2016

Haircare - Brazil

"The market for shampoos and conditioners as well as hairstyling products will continue to face difficulties to grow because of the current economic recession in Brazil. Developing products with new ingredients (such as coconut oil) and taking advantage of certain opportunities ('bomb shampoo', for example) are essential to thrive in ...

March 2016

Sanitary Protection and Feminine Hygiene Products - Brazil

"Brazilian women like to feel clean, and the same is true regarding sanitary protection and feminine hygiene products. Among the concerns related to this sector mentioned by them are leakages, possible health problems, and unhygienic products. Brands therefore have some challenges to attract these consumers, developing innovative products that can ...

February 2016

Bodycare - Brazil

"The Brazilian body care market retail sales had a drop in growth in 2015 due to austerity measures imposed by the government and the country's fall into recession. Nevertheless, brands have a wide range of opportunities

for progress, especially with products that help consumers save time when caring for their ...

January 2016

Pharmacy Retailing - Brazil

“In order to afford medicine, seniors and soon-to-be seniors may be forced to work beyond retirement. But beyond that, retailers and brands can educate consumers on how to best budget their money and continue preparing for their future. Price plays an important role and with planned cuts from the government ...