

November 2014

Beauty Retailing - Brazil

“The Brazilian beauty market operates multichannel. Door-to-door sales still play an important role in this segment, but the internet can become an important competitor. For companies that operate door-to-door, the challenge is to balance both retail channels.

Fragrances - Brazil

“Brazilian fragrance wearers are experiencing a developing category, and are able to choose between national and imported products that are available either online, at physical stores, or through catalog sales representatives. These consumers are mostly interested in new launches and new brands. The category posted gains of approximately R\$ 7 ...

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Soap, Bath and Shower Products - Brazil

“Bar soaps already have high penetration rates, suggesting growth in the category can come from other segments with lower penetration rates, such as liquid soaps and shower gels. Younger consumers already use these types of products more, as they are more open to changes and innovations. It is just a ...