June 2018

Men's Attitudes to BPC - Brazil

"The BPC products for men have some challenges to overcome. It's more common to see men with a beard and mustache nowadays, for example, but most of them still do not use any facial hair product. In addition, barbershops need to find creative ways to attract these consumers, as the ...

April 2018

Haircare - Brazil

"The Brazilian haircare market is constantly innovating. New trends, such as natural, organic, and vegan products, as well as options for different hair types, such as curly and Afro-textured; new washing techniques, such as no-poo/low-poo; and line extensions, such as post-shampoos, pre-shampoos, and cleansing conditioners have impacted consumption and ...

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