

September 2019

Color Cosmetics - Brazil

“Brazil’s makeup market has a few challenges to face. There is still a small number of brands focusing on social inclusion and individuality or developing products aimed at older generations. In addition, products such as eyeliners, blushes, and illuminators are more likely to be used for a special occasion only ...

July 2019

Baby and Children Personal Care Products - Brazil

“The category of baby and children personal care products should keep developing according to the parents’ demands. The beauty habits are changing, and consumers who buy products for their children are picky. Gentle and natural ingredients, UV ray protection and made for specific stages in child’s development, for example, are ...