September 2023

Household Care Habits - Brazil

"As Brazilians adopt a more hybrid lifestyle, they become less avid for household cleaning routines, and attributes related to value gain more importance, both for saving money and time. Despite consumers' interest in solutions based on sustainability and convenience, brands face the challenge of making them more affordable. Social media ...

August 2023

Vitamins, Supplements & OTC - Brazil

"The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

June 2023

Haircare - Brazil

"In 2022, due to a complex economic environment, consumers had to adopt strategies to save money, whether by choosing more-affordable brands or by simplifying their haircare routines. Consequently, they reduced their visits to beauty salons – or avoided them altogether. At the same time, hair loss has affected almost a ...

April 2023

Personal Hygiene Habits - Brazil

"As consumers prioritize their wellbeing, personal hygiene routines have been transformed into a key self-care step, creating opportunity for brands to help consumers create multi-sensory experiences during bath and shower time. In addition to a clear connection with wellness, bath/shower time can be the initial step in consumers' beauty ...

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March 2023

Hábitos de Higiene Pessoal - Brazil

"Diante da priorização do bem-estar, as rotinas de higiene pessoal foram transformadas em um passo fundamental de autocuidado, criando oportunidade para que as marcas ajudem os consumidores a criar experiências multissensoriais durante o banho. Além da conexão clara com o bem-estar, o banho pode ser o passo inicial das rotinas ...

February 2023

Fragrances - Brazil

“The use of scented products is essential in the routines of Brazilian consumers, regardless of whether they are inside or outside the house. Given the importance of smell for Brazilians, the category finds market potential to expand into areas that are still little explored, such as air fresheners for homes ...

January 2023

2023 BPC Trends - Latam - Brazil

This report aims to spotlight the three trends that will impact Latin American consumer demands for beauty and personal care in 2023, over the next few years, as well as 5+ years into the future. These are: Beauty Rx, Evolved Self-Care and New Rules of Engagement.

Upcoming Reports

Ingredient Trends in Beauty and Personal Care - Brazil - 2023

Facial Skincare - Brazil - 2023

BPC Packaging Trends - Brazil - 2023

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