

## July 2021

### Household Care Habits - Brazil

"The household has become the center of consumers' routine during the COVID-19 pandemic, making the household care and cleaning a top priority. Disinfection is now as critical as cleaning, which means the demand for multi-surface disinfectants is on the rise. Consumers have demonstrated a growing interest in practicality, as they ...

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### Haircare - Brazil

"During the COVID-19 pandemic, two movements have driven the haircare category: the search for minimalist routines characterized by the transition to natural and a higher interest in professional treatments that can be done at home. Brazilian consumers demonstrate an interest in innovations that provide sustainability, convenience and personalization. Despite the ...