

October 2021

Skin Protection - Brazil

“Skin protection has gained more relevance during the pandemic, influenced by the greater concern Brazilians have had about their skin appearance, and due to the prioritization of self-care rituals. At a time of resumption of outdoor activities and social interactions, consumers demand solutions that combine practicality and hygiene in protecting ...

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic has led Brazilian consumers to worry more about their health, which has generated a great opportunity for the category of vitamins and supplements. Other issues brought about by the pandemic, such as stress and anxiety, have encouraged the search for OTC medicines that tackle these conditions, as ...

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Color Cosmetics - Brazil

“The makeup segment has suffered the most the impacts generated by the COVID-19 pandemic, especially due to social restrictions and the worsening of the economic recession in Brazil. On the other hand, the nail products segment has been more resilient, with many brands exploring digital interactions to stay connected with ...