

Beauty and Personal Care - Brazil

January 2014

Color Cosmetics - Brazil

“With the population rapidly aging, growth opportunities for color cosmetics products lie in creating products with additional benefits aimed to the more mature consumer. There is also great potential for online shopping to be explored by traditional retail and direct sale brands in order to maximize brand exposure and product ...

Facial Skincare - Brazil

“In order to widen consumers’ repertoire of facial skincare products, companies need to encourage them to incorporate products with new functions to their facial skincare routine. Promoting a more complete use of the category can increase usage in some more niche segments.”

August 2013

Soap, Bath and Shower Products - Brazil

“The soap market is an example of a mature market that has found space for more extensive growth via greater value-added products, such as liquid soap. Tapping into the sophistication of the category, soap, bath, and shower products that offer new benefits or have functional claims are becoming increasingly popular ...

Beauty Retailing - Brazil

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

June 2013

Haircare - Brazil

“Brazilian consumers in general take haircare very seriously, as it is directly linked to self-confidence and self-esteem. In this landscape, where haircare is linked to self-confidence, and time is scarce for professional, multitasking women, the trend of “salon-quality” products is emerging, giving haircare products a professional appeal—but at affordable prices—to ...

March 2013

Men's and Women's Fragrances - Brazil

“The challenge that newcomers to the market face is huge; it is extremely important for companies to be prepared to adapt in order to meet Brazilians’ unique demands and preferences, with competitive prices. It is also crucial for international companies not to underestimate the quality and strength of national brands ...