

June 2015

Haircolor - Brazil

"The consumer research shows that 24% of Brazilian consumers think that hair colorants damage hair. In addition, 29% of users look for products with minimal odor; however, "scent free" products are still very rare in Brazil. There is space, therefore, for brands to invest in better communications in order to ...

May 2015

Haircare - Brazil

"Haircare is the top beauty and personal care category in terms of new product launches in Brazil. Well-known brands of shampoo, conditioners, and hairstyling products operating in the country show steady performances in the market, and consumers are on the lookout for innovative and higher value-added products."

– Juliana ...

April 2015

Color Cosmetics - Brazil

"Many young female users of color cosmetics own more than 10 makeup items. These young women especially look for products to improve their skin texture, as well as products that claim to be waterproof."

– Juliana Martins, Beauty and Personal Care Analyst