

## January 2021

### Men's Attitudes toward Beauty and Personal Care: Incl Impact of COVID-19 - Brazil

“Brazilian men have a simple beauty and personal care routine, and have an interest in products that offer clinically proven benefits. Due to the COVID-19 pandemic, male consumers have adopted a more moderate usage habit, as their financial situation has been impacted by the economic recession. Male-specific cosmetics that offer ...

## December 2020

### Marketing to Over-55s: Incl Impact of COVID-19 - Brazil

“Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies. A quarter of seniors, however, find it difficult to transpose their physical reality to the online world, which means that ...

## October 2020

### Deodorants and Body Products: Incl Impact of COVID-19 - Brazil

“Body care products and deodorants are part of many Brazilians' daily routine. In addition to being associated with their personal hygiene, consumers have demonstrated a high interest in formulations that deliver health and wellbeing benefits, by means of aromatherapy-inspired fragrances and textures that awaken their senses. It is likely that ...