

November 2014

Beauty Retailing - Brazil

“The Brazilian beauty market operates multichannel. Door-to-door sales still play an important role in this segment, but the internet can become an important competitor. For companies that operate door-to-door, the challenge is to balance both retail channels.

Fragrances - Brazil

“Brazilian fragrance wearers are experiencing a developing category, and are able to choose between national and imported products that are available either online, at physical stores, or through catalog sales representatives. These consumers are mostly interested in new launches and new brands. The category posted gains of approximately R\$ 7 ...

October 2014

Soap, Bath and Shower Products - Brazil

“Bar soaps already have high penetration rates, suggesting growth in the category can come from other segments with lower penetration rates, such as liquid soaps and shower gels. Younger consumers already use these types of products more, as they are more open to changes and innovations. It is just a ...

September 2014

Men's Toiletries - Brazil

“Brazilian men have learned how to reconcile a busy lifestyle with the shopping routine for cosmetics. The time pressures of modern life do not prevent them from shopping for toiletries, often on their own. In reality, they have just the opposite effect. He no longer asks her to buy his ...

July 2014

Deodorants - Brazil

“For Brazilians, deodorants are a personal care ‘staple’ with most people using it more than once a day. Despite its almost universal use, the market continues to show a significant growth, driven mainly by the consumer’s desire for higher value-added products. Innovations such as non-staining formulations, technology that provides superior ...

Facial Skincare - Brazil

“The penetration of facial skincare products in Brazil is still low – only seven in 10 Brazilians use the category. Consumers are sensitive to price, which can be an obstacle for consumption. There are opportunities for companies to use opinion formers to educate consumers about the benefits of facial skincare ...

June 2014

Haircare - Shampoo, Conditioners and Styling Products - Brazil

“Brazil was the country that launched the highest number of haircare products in 2013. Brazilians’ complex haircare routines are reflected in the high number of hair treatment products launched in the category. Growth forecast for the haircare category is promising. Retail channels (including supermarkets, drug stores, and beauty stores) lead ...

Oral Hygiene - Brazil

“The toothbrush and toothpaste segments have high penetration and frequency of use in Brazil, but there are opportunities for companies to develop more specific benefits, such as the addition of vitamins, higher protection and sensitive teeth action, since these attributes are of utmost importance to consumers. Supplementary oral care products ...

April 2014

Suncare - Brazil

“Education about SPF is vital to increase usage – the more confident consumers feel about the right SPF level for their skin the more likely it is for them to use sun protectors. Formulations that dry quickly on the skin and easy-to-apply products are highly appealing to them especially to ...

February 2014

Vitamins and Supplements - Brazil

“While the VMS market has posted strong historical sales growth, the pace begins to slow to 2018 as economic growth stalls. Brands can focus on creating more targeted products to inspire a higher spend per product and encourage new consumers to the category.”