

March 2018

Suncare - Brazil

"Brazil's suncare products market has been affected by the economic recession, with two consecutive years (2015 and 2016) of retail sales drop. The expectation is more optimistic for the next years, as sales should resume growth as the country's economy improves. The market, however, still faces fierce competition from other ...

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Pharmacy Retailing - Brazil

"Brazilian pharmacies face fierce competition. With so many drugstores trying to attract consumers, they will need to adapt to the modern era, offering mobile apps that facilitate the purchasing process and improve the communication with pharmacists, for example. In addition, pharmacies that offer in-store health services, 'click & collect' options ...