

Haircare - Brazil - April 2013

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“Brazilian consumers take haircare very seriously, as it is directly linked to self-confidence and self-esteem. In this landscape and where 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.”
 – Iris Ramirez, Senior Beauty & Personal Care Analyst

In this report we answer the key questions:

- What are the current opportunities to increase the use of the after-shampoo subcategory?
- What are the challenges faced by distribution channels?
- How is it possible to compete in a market dominated by big global companies?
- How can haircare companies make the most of Brazil's regional differences in new product launches?
- What qualities do Brazilian consumers and their different demographic groups look for in haircare products?
- How can companies meet the demand by younger people (the biggest consumers of haircare products) in Brazil?
- What are the current trends and innovations in haircare products in Brazil and in the world?

Some factors contribute to this special attention to haircare by Brazilians, such as year-round warm weather, humidity, the practice of outdoor sports, frequent swimming in the sea and swimming pools, as well as the miscegenation of Brazilian people, responsible for curlier and more voluminous hair, which is naturally drier. All this causes after-shampoo products to have high frequency of use by Brazilian consumers.

The increasing purchasing power of the middle class, and in particular the increasing number of women working in Brazil today, has had a positive impact on the haircare category, causing it to grow at significant rates from 2010-11. The market is driven by the demand for more complete haircare treatments, which shows higher growth rates in the after-shampoo and hairstyling subcategories.

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