Facial Skincare - Brazil - October 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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"In order to widen consumers' repertoire of facial skincare products, companies need to encourage them to incorporate products with new functions to their facial skincare routine. Promoting a more complete use of the category can increase usage in some more niche segments."

- Iris Ramirez, Beauty & Personal Care Analyst

This report looks at the following areas:

- Who are the potential consumers of facial skincare products?
- What are the most popular segments and how can frequency of use be increased?
- How can consumers be encouraged to adopt a more complete facial skincare routine?
- How can purchasing channels attract and retain consumers?
- What strategies should a "price-sensitive" category adopt?
- Which consumers could be attracted to the category via celebrity endorsements?

The penetration of facial skincare products in Brazil has not yet reached the level of other beauty products such as haircare. Consumers in this category are sensitive to price and are quite conservative in the types of products they use, favoring basic skincare over treatment skincare. They are looking for products with more natural ingredients, and also value recommendations and the opportunity to try facial skincare products before buying.

Penetration of facial skincare products is more significant among women, young people, and those in higher socio-economic groups. Gender-specific products can encourage more men to use products in the category, while formulations for mature skin can appeal to older consumers.

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