

Soap, Bath and Shower Products - Brazil - July 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Tapping into the sophistication of the category, soap, bath, and shower products that offer new benefits or have functional claims are becoming increasingly popular in the Brazilian market.”

– Iris Ramirez, Beauty and Personal Care Senior Analyst

This report looks at the following areas:

- What are the existing opportunities to boost the growth of an already mature market?
- How is it possible to increase market profitability by segmenting usage and functional claims?
- What are the challenges faced by different purchasing channels?
- How can companies compete in a market dominated by large global companies?
- What are the barriers and possible alternatives for products in different price brackets?
- What are the most sought-after claims by consumers and by different demographic profiles?
- What are the trends and innovations in soap, bath, and shower products in Brazil and in the world?

Social mobility is one of the engines behind the growth of not just new markets, but mature markets as well, using sophistication as the best way to continue growing. The soap market is an example of a mature market that has found space for more extensive growth via greater value-added products, such as liquid soap.

Antibacterial and intimate hygiene soaps are good examples of how companies can develop the market, meeting new demands and stimulating and creating new product usage.

Consumers of soaps are not so loyal to brands or channels, and this creates a more competitive market with different brands and different channels using new launch strategies and creating new price brackets.

Additional benefits can be offered through innovative products, from new scents, ingredients, formats, and even issues related to skincare, health, and wellbeing. Selling a lifestyle can benefit the soap market and in the long term make it more profitable.”

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