

Color Cosmetics - Brazil - December 2013

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“With the population rapidly aging, growth opportunities for color cosmetics products lie in creating products with additional benefits aimed to the more mature consumer.

There is also great potential for online shopping to be explored by traditional retail and direct sale brands in order to maximize brand exposure and product availability.”

– Ana Paula Picasso, Research Analyst

This report looks at the following areas:

- How can older women be brought back into the category?
- How can traditional retail brands compete with direct sales companies?
- What is the potential for online retail for make-up products?
- How important are make-up products that offer added convenience to the category?

The color cosmetics market has been increasing at a fast pace in the last five years, with sales boosted by innovation along with the stabilization of the country's economic situation and increased disposable income.

The market is dominated by catalog brands but traditional retail brands have already started making inroads in the category, propelling their expansion through the franchising system, which has already been proven to be successful for sales of beauty products.

With the population aging relatively fast, growth opportunities for color cosmetics products could be linked to creating products not only with cosmetic benefits but also with additional skincare properties aimed to the more mature consumer.

This report investigates usage of color cosmetics, attitudes toward using and buying color cosmetics, and examines key consumer profiles and the potential for further innovation in the market.

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