

Haircare - Shampoo, Conditioners and Styling Products - Brazil - May 2014

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“Brazil was the country that launched the highest number of haircare products in 2013. Brazilians’ complex haircare routines are reflected in the high number of hair treatment products launched in the category. Retail channels lead sales of haircare products by a high margin, through lower prices, ease of access, and convenience for consumers.”

– Iris Ramirez, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- How can the penetration of haircare products be increased among male consumers?
- How can senior consumers get more involved with the category?
- How can companies meet consumers’ demand for specific claims in haircare products?
- What are the characteristics of the main distribution channels of haircare products?
- What are the main innovations in the haircare market?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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