

Men's Attitudes to BPC - Brazil - July 2015

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“A high percentage of Brazilian men reported being worried about yellow teeth, and are spending more time looking after their oral hygiene. Higher value-added products or those targeted specifically at men could appeal to these consumers who are more worried not only about their appearance but also about their health.”
 – Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- What are male consumers' main concerns about their appearance?
- What benefits do men who worry about their appearance look for when choosing a BPC (beauty and personal care) product?
- What BPC activities do men spend more time on today, compared to six months ago?
- What do men expect to find at purchasing channels when looking for a BPC product?

Brazilian men seem to be spending more time today on their appearance compared to six months ago, but few of them research or read about personal care products, fashion, and beauty trends. Smartphone and tablet applications designed for men could attract many of these consumers who look for convenience and practicality when purchasing and using BPC products.

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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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How can brands meet the demands of the 81% of men who report having three or more concerns about their appearance?

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Key points

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