

## Suncare - Brazil - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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“33% of the Brazilians interviewed said they use suncare products every day, including during the winter. However, 35% of them said they often forget to apply them. Explaining the risks of sun exposure and educating them to use sunscreens daily, and not just during the summer, are still big challenges for brands of suncare products in Brazil.”

- **Juliana Martins, Beauty and Personal Care**

This report looks at the following areas:

- How to communicate skin cancer risk factors
- How to attract consumers who seek rapid absorption products
- How to attract consumers toward products with oil formats

The suncare products market has suffered greatly since the economic recession started in Brazil in 2015, when the category value dropped 1.9% compared to the previous year, reaching R\$ 2.18 billion in revenue, according to Mintel's data – the market should grow by 4.2% in 2016. Still seen as a seasonal use category, these products face some challenges to meet the expectations of the Brazilian consumers, such as rapid absorption, high SPF and at the same time light sensory, dry touch and affordable prices.

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### DID YOU KNOW?

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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- Economic recession should slow down in the coming years

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