

Beauty Retailing - Brazil - January 2017

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"Beauty and personal care retailing in Brazil is a unique sector. Actions with the aim to make consumers more loyal are essential in a market characterized by fierce competition. However, online channels have been used mainly by Millennials, and stores that sell their own brands should adapt their strategies."
– Juliana Martins, Beauty and Personal Care Specialist

This report looks at the following areas:

- Cash-and-carry channels appeal to higher socioeconomic groups
- Pharmacies fight crisis by diversifying their product range

Beauty and personal care (BPC) retailing in Brazil is marked by multichannel sales (physical stores, direct sales, and online sales) and has three market leaders, both in value and volume: Group Boticário, and two pharmacy chains Raia Drogasil and Drogarias DPSP. It is expected that these groups will expand their physical stores in 2017.

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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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Market Drivers

- BPC franchises and stores grow at a fast pace
- Mergers and acquisitions, partnerships, ease of credit, and product mix can help companies compete in the market
- Direct sales can be an alternative to unemployment
- Smartphones can become one of the main ways Millennials do their shopping
- Niche products can leverage sales

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Source: MMS

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