

Haircare - Brazil - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The natural hair trend does not seem to be significant among Brazilians. The hairstyle most often used is still straight: many of the people interviewed agree with that. Hair that falls out a lot, hair without shine, and hair with a lot of volume are some of the problems mentioned by the interviewees.”

– **Juliana Martins, Beauty and Personal Care Analyst**

This report looks at the following areas:

- How to create opportunities for women to accept their grey hair
- The possibilities created by bigger haircare packages
- How to boost consumption of cleansing conditioners

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Haircare - Brazil - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Definition

Executive Summary

The market

Haircare products retail sales will recover growth rate in 2017

Figure 1: Forecast of retail sales of haircare products, by value, Brazil, 2011-21

Market share

Unilever leads sales of shampoos and conditioners

Figure 2: Leading companies' retail sales share in the shampoo and conditioner segment*, by value, Brazil, 2015-16

Coty leads sales of hairstyling products thanks to Bozzano

Figure 3: Leading companies' retail sales shares in the hairstyling segment*, by value, Brazil, 2015-16

The consumer

Despite natural hair trend, many Brazilians still prefer straight hair

Figure 4: Hair types of Brazilians, Brazil, January 2017

Haircuts and hair cuticle repairs are done mainly in salons

Figure 5: Beauty treatments at home and in a salon, Brazil, January 2017

Hair loss products can benefit from the hairceuticals trend

Figure 6: Hair characteristics, Brazil, January 2017

Brands need to educate Brazilians on how to use preshampoos

Figure 7: Consumer behavior, Brazil, January 2017

What we think

Issues and Insights

How to create opportunities for women to accept their grey hair

The facts

The implications

The possibilities created by bigger haircare packages

The facts

The implications

How to boost consumption of cleansing conditioners

The facts

The implications

The Market – What You Need to Know

Search for cheaper products may have affected the market

Shampoos and conditioners are the main drivers in the industry

Companies invest in new innovation centers in Brazil

Market Size and Forecast

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Haircare - Brazil - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sales of haircare products will start to recover in 2017

Figure 8: Retail sales of haircare products, total market, by value, Brazil, 2011-21

Figure 9: Forecast of retail sales of haircare products, total market, by value, Brazil, 2011-21

Innovations boost sales of shampoos and conditioners

Figure 10: Retail sales of shampoos and conditioners*, by value, Brazil, 2011-21

Figure 11: Forecast of retail sales of shampoos and conditioners*, by value, Brazil, 2011-21

Sales of hairstyling products have been affected by austerity measures

Figure 12: Retail sales of hairstyling products*, by value, Brazil, 2011-21

Figure 13: Forecast of retail sales of hairstyling products*, by value, Brazil, 2011-21

Market Drivers

Companies have invested in innovation in Brazil

Beauty salons are reinventing themselves

Key Players – What You Need to Know

Unilever leads sales of shampoos and conditioners

Coty buys Bozzano hairstyling and secures leadership

Brazilians are interested in natural and antipollution products

Market Share

Unilever maintains leadership in sales of shampoos and conditioners

Figure 14: Leading companies' retail sales share of shampoos and conditioners*, by value, Brazil, 2015-16

Coty has almost half of hairstyling market share in Brazil

Figure 15: Leading companies' retail sales share of hairstyling products*, by value, Brazil, 2015-16

Who's Innovating?

Charcoal and micellar water can be used in antipollution formulas

Natural haircare products can benefit from food and drinks

Figure 16: Launches of haircare products with "botanical/herbal," "no paraben," "100% natural," and "no silicone" claims, by five selected countries, January 2014-December 2016

The Consumer – What You Need to Know

Many women still wear their hair straight most of the time

Many Brazilians haven't done hair treatments in salons in the last year

Hair loss is the most cited characteristic by Brazilians

Interest in preshampoo brings opportunities for the market

Hair Types

Despite the natural hair trend, many Brazilians prefer it straight

Figure 17: Hair types of Brazilians, by women, Brazil, January 2017

There are opportunities to attract C12 clients with products for wavy hair

Figure 18: Hair types of Brazilians, by C12 consumers, Brazil, January 2017

People from the five regions of the country have different perceptions

Figure 19: Hair types of Brazilians, by region, Brazil, January 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Haircare - Brazil - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Hair Treatments

Haircuts and hair cuticle repairs are done more often in salons

Figure 20: Hair treatments at home and in the beauty salon, Brazil, January 2017

Economic recession may have affected beauty salons

Figure 21: Hair treatments, by hair type and selected phrases, Brazil, January 2017

Natural ingredients may attract Brazilians with wavy hair

Figure 22: Hair treatments, by wavy hair, Brazil, January 2017

Hair Characteristics

Hair loss products can benefit from the hairceuticals trend

Figure 23: Hair characteristics, Brazil, January 2017

Products for split and dry ends can attract Brazilians with curly hair

Figure 24: Hair characteristics, by straight and curly hair, Brazil, January 2017

Some consumers with Afro hair complain about lack of shine

Figure 25: Hair characteristics, by phrase and type of hair selected, Brazil, January 2017

Consumer Behavior

Brands should educate Brazilians about the use of preshampoos

Figure 26: Consumer behavior, Brazil, January 2017

There is lack of blogs aimed at Afro hair

Figure 27: Selected phrase "I look for opinions on new hair products from bloggers," by type of hair, Brazil, January 2017

Appendix – Market Size and Forecast

Figure 28: Retail sales of haircare products, total market, by value, Brazil, 2011-21

Figure 29: Forecast of retail sales of haircare products, total market, by value, Brazil, 2011-21

Figure 30: Leading companies' retail sales share of shampoos and conditioners*, by value, Brazil, 2015-16

Figure 31: Leading companies' retail sales share of hairstyling products*, by value, Brazil, 2015-16

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com