

Color Cosmetics - Brazil - July 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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“The category of color cosmetics has several opportunities to innovate in Brazil, offering different formats, textures, and claims. In addition, new technologies have changed the market, thus brands have tried to adapt by offering augmented reality apps, developing marketing actions via social media and appealing to minority groups.”

Juliana Martins, Beauty and Personal Care Senior Specialist

This report looks at the following areas:

- International brands close and open stores in Brazil
- Physical stores and direct sales appeal to women in the Northeast
- Pharmacies need to do more to keep attracting consumers

Brazil's color cosmetics market has faced some challenges due to the country's economic recession. The category, however, has grown thanks to affordable prices and women's participation in the labor market. The market of color cosmetics has been changing gradually. Brands have been trying to attract consumers using social media, offering mobile apps to test makeup, and developing communication strategies that focus on minority groups, such as drag queens, homosexuals, and transsexuals.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Challenges

International brands close and open stores in Brazil

Physical stores and direct sales appeal to women in the Northeast

Figure 1: Color cosmetic money involvement, by nail products and region, May 2018

Pharmacies need to do more to keep attracting consumers

Figure 2: Retailers shopped, May 2018

Opportunities

Social networks offer space to sell products and attract consumers

Eye shadow with adaptive colors can boost consumption

Figure 3: Products used, May 2018

Miniatures can prevent customers from migrating to cheaper brands

Figure 4: Color cosmetic money involvement, May 2018

What we think

The Market – What You Need to Know

Retail sales keep growing, but at a slower pace

Brands are adopting new communication strategies

Market Size and Forecast

Retail sales have benefited from affordable prices and women's participation in the labor market

Figure 5: Retail sales of color cosmetics, by value – Brazil, 2013-23

Figure 6: Forecast for retail sales of color cosmetics, by value – Brazil, 2013-23

Market Drivers

Brands start including minority groups in their communications

International brands open and close stores in Brazil

Social networks offer space to sell products and attract consumers

Mobile apps provide accurate information to brands

Brands and retailers back ending animal tests

Key Players – What You Need to Know

Avon leads color cosmetics market

Marketing campaigns reflect the new reality

Scented makeup and coffee- and milk-based nail polish

Market Share

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Brazilian companies have important participation in sales

Figure 7: Top companies' retail sales shares in color cosmetics, by value – Brazil, 2016-17

Marketing Campaigns and Actions

Natura innovates with a unisex makeup line

Figure 8: Natura's campaign, April 2017

Drag queen stars in new Natura's campaign

Figure 9: Natura's campaign, June 2017

Color Trend creates a campaign focused on inclusiveness

Figure 10: Color Trend's campaign, June 2017

Avon launches eyelashes mask in gel format

Figure 11: Avon's campaign, July 2017

Avon launches ad with Paolla Oliveira to promote new lipstick

Figure 12: Avon's campaign, January 2018

Avon invites empowered women to communicate new foundation

Figure 13: Avon's campaign, March 2018

Hinode creates its first media campaign

Figure 14: Hinode's campaign, March 2018

Gisele Bündchen launches O Boticário's campaign

Figure 15: O Boticário's campaign, April 2018

Jequiti promotes initiative to help women feel good during job interviews

Figure 16: Jequiti's campaign, May 2018

Second phase of Risqué's Minnie Mouse campaign is launched

Figure 17: Risqué's campaign, May 2018

Impala launches a new line in partnership with Lethicia Bronstein

Avon launches promotion with international travel as a prize

Figure 18: Avon's campaign, June 2018

Who's Innovating?

Line extensions with scented makeup can attract Brazilian women

Figure 19: Percentage of color cosmetics global launches positioned as "scented" and "perfumed", by top 5 countries and Brazil, January 2015-May 2018

Coffee and milk can be explored as ingredients in nail polish

Opportunity to develop nail polish to be used at home

Figure 20: Nail polish launches in Brazil, by positioning, January 2015-May 2018

The Consumer – What You Need to Know

Eye shadow, foundation, and eyebrow makeup can innovate

Some women have spent less with makeup and nail polish

Young women are more likely to spend more time in their beauty routine

Pharmacies become the main sales channel

Some women seek nail polish that helps nail growth

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Brands need to develop nail polish that can be easily removed
Quality of nail polish bottles is as important as the product

Products Used

Eye shadow with customized color can boost consumption
Figure 21: Products used, May 2018

Brands can position foundation in stick format as easy to use
Figure 22: Products used, by foundation and format, May 2018

Eyebrow makeup in different formats and textures appeal to Millennials
Figure 23: Products used, by Millennials and eyebrow makeup, May 2018

Color Cosmetic Money Involvement

Miniatures can prevent customers from migrating to cheaper brands
Figure 24: Color cosmetic money involvement, May 2018

Eye makeup for women aged 45-64 can engage these consumers more
Figure 25: Color cosmetic money involvement, by makeup and age group, May 2018

Physical stores and direct sales appeal to women in the Northeast
Figure 26: Color cosmetic money involvement, by nail products and region, May 2018

Color Cosmetic Time Involvement

Easy-to-use products can appeal to younger women
Figure 27: Color cosmetic time involvement, by age group, May 2018

Presence of consultants can boost usage among C12 women
Figure 28: Color cosmetic time involvement, by socioeconomic group, May 2018

Tutorials can invest in tips about lipstick
Figure 29: Color cosmetic time involvement, by selected products, May 2018

Retailers Shopped

Pharmacies need to do more to keep attracting consumers
Figure 30: Retailers shopped, May 2018

There is space for partnerships between children, products, and makeup
Figure 31: Retailers shopped, by selected retailers and children at home, May 2018

Sales via mobile apps can attract women who read beauty blogs
Figure 32: Retailers shopped, by selected retailers and behavior toward makeup, May 2018

Nail Polish Treatment Benefits

Oil-based nail polish to be used at night can appeal to women
Figure 33: Nail polish treatment benefits, May 2018

Hand products that help keep nail polish when washing dishes
Figure 34: Nail polish treatment benefits, by selected benefits and money spent, May 2018

Source: Lightspeed/Mintel

Behaviors toward Color Cosmetics

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Nail polish that is easy to be removed can be a solution

Figure 35: Behaviors toward color cosmetics, May 2018

Partnerships in social networks can engage more customers

Figure 36: Behaviors toward color cosmetics, May 2018

Attitudes toward Color Cosmetics

Nail polishes can highlight different brush benefits

Figure 37: Attitudes toward color cosmetics, May 2018

Chemical-free nail polish can appeal to Generation X women

Figure 38: Attitudes toward color cosmetics, May 2018

Source: Lightspeed/Mintel

Appendix – Abbreviations

Abbreviations

Appendix – Market Size and Forecast

Market size and forecast

Figure 39: Retail sales of color cosmetics, by value – Brazil, 2013-23

Figure 40: Forecast for retail sales of color cosmetics, by value – Brazil, 2013-23

Figure 41: Top companies' retail sales shares in color cosmetics, by value – Brazil, 2016-17

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