

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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



“Brazilian consumers have been increasingly engaged with skincare and skin protection. Characterized by ethnic diversity, Brazil presents unique challenges and opportunities for the development of skin protection products that respect the physiological differences of each skin tone.”

– **Amanda Caridad, Beauty & Personal Care Senior Analyst**

This report looks at the following areas:

- The impact of COVID-19 on facial and body skincare
- How the market will fare in the post-COVID-19 slowdown
- Skin color and its influence on the usage of skincare products and concerns over harmful elements to the skin
- Interest in claims, usage behavior and attitudes toward sunscreen
- Skincare product innovations during and after the pandemic

Brazil is characterized by ethnic diversity, which represents a challenge for brands as they need to develop solutions for different types of skin. The survey conducted for this Report indicates that Brazilians are increasingly aware of skin exposome, which includes both external and internal factors that can be harmful to the skin health. In addition to being one of the largest markets for sunscreens, Brazil is also a potential market for innovations that offer pollution and blue light protection.

The COVID-19 pandemic has intensified consumers' emotional instability and stress, and has affected skincare routines. Consumers have demonstrated a greater concern over hygiene and cleanliness, and the use of face masks represents a challenge, especially because one quarter of Brazilians have experienced acne during the pandemic. The new routines generate a space for innovations that help consumers keep their skin healthy and protected in medium and long term.

**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

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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

Table of Contents

Overview

What you need to know
 Key issues covered in this Report
 Definition
 COVID-19: Brazil context

Executive Summary

Market overview
 The impact of COVID-19 on the skin protection category
 Figure 1: Expected impact of COVID-19 on skin protection, in the short, medium and longer term, November 2020
 The impact so far
 Short and medium term (November 2020 until December 2021)
 Long term (2022-25)
 Mintel Trend Drivers
 Figure 2: Mintel Trend Drivers
 Challenges
 Brands need to encourage black consumers to use facial sunscreen
 Use of face masks increases demand for soothing solutions among those with acne-prone skin
 There are few options of body moisturizers for psoriasis treatment
 Opportunities
 Lightening treatments for melasma can attract women who experience this skin disorder
 Brands could develop solutions that protect rosacea-prone skin from blue light
 Sunscreens could develop formulations that help prevent atopic dermatitis

Market Drivers

Unemployment is higher among women, young people and blacks
 Brazil falls into technical recession with a 9.7% retraction
 Skincare categories grow while manufacturers report a significant increase in input cost
 Despite its ethnic diversity, Brazil offers few cosmetic brands for black skin
 Figure 3: Brazil's population, by color or race, 2012-2019
 Figure 4: Skin tone scale used for this Report, inspired in the Fitzpatrick Scale
 Skin disorders worsen during social isolation
 Studies indicate greater exposure to blue light

Key Players – What You Need to Know

Boticário launches new skincare products, and Natura reinforces the importance of self-love
 Brazilians have an interest in reef-safe sunscreen and worry about blue light
 Black Girl Sunscreen and Fenty Skin stand out by offering inclusive solutions for black consumers

Marketing Campaigns and Actions

**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

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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

Boticário launches the facial skincare brand, Botik

Figure 5: Botik skincare

Figure 6: Botik generation – Brazil, October 2020

Natura’s campaign focuses on self-awareness and individual beauty

Figure 7: Natura Tododia and Ivete Sangalo present new campaign – Brazil, October 2020

L’Occitane au Brésil reinforces importance of self-care with Vivre range

Figure 8: L’Occitane au Brésil’s campaign – Brazil, October 2020

Quem Disse, Berenice? enters the facial care segment with Skin.q with an event led by experts on social media

Figure 9: Skin.q range

Figure 10: Skin.q festival

Australian Gold reinforces importance of sustainability

Figure 11: Maya Gabeira and Leticia Bufoni star new Australian Gold campaign – Brazil, September 2020

Figure 12: Australian Gold’s new sunscreen range

Who’s Innovating?

Eco-friendly sunscreens appeal to Brazilians

Figure 13: Total launches of eco-friendly sunscreens, by top five markets – January 2018-October 2020

Figure 14: Reef-safe sunscreens

Figure 15: Australian Gold is the first brand sold in Brazil with a “reef-safe” seal

Brands find a favorable scenario to develop products that offer blue light protection

Figure 16: Total launches of skincare products that offer blue light protection, by top five regions and top three sub-categories – January 2018-October 2020

Figure 17: Goodhabit Rescue Me Glow Potion Oil Serum – US, May 2020

Case Studies

Black Girl Sunscreen secures millionaire investment during the pandemic

Figure 18: Black Girl Sunscreen products

Fenty Skin is new bet after Fenty Beauty’s success

Figure 19: Fenty Skin presents a new skincare philosophy – US, July 2020

The Consumer – What you need to know

Brazilians with olive skin tone need to be educated about the importance of using body sunscreen

Moisturizing oils may attract black consumers with atopic dermatitis

Baby Boomers have an interest in hand sanitizers with moisturizing action, while Brazilians with acne-prone skin can be attracted by antipollution treatments

Facial toners and scrubs can stand out by offering options for acne-prone skins, while facial moisturizers can include pollution protection for mature skin

Body oils can focus on wellbeing, while soaps need to combine antibacterial efficacy and naturalness

Facial sunscreens can invest in anti-pollution formulas suitable for acne-prone skins

Pandemic reinforces the importance of using sunscreen and increases demand for textures that suit face masks

Tinted sunscreens can be an alternative to makeup, while hand creams and lotions can offer UV protection

A quarter of consumers still don’t know the harmful impacts of blue light, and women associate emotional factors with skin appearance

**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

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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

Color of the Skin

Body sunscreen brands need to communicate benefits to Brazilians with olive skin tone

Figure 20: Skin disorders before the outbreak of COVID-19, by color of the skin, August 2020

Figure 21: Body sunscreens that could attract consumers with olive skin tone

Consumers with darker skin tones are less likely to use facial sunscreen

Figure 22: Facial skincare products used, by color of the skin, August 2020

Figure 23: Facial sunscreen developed for black skin

Skin Disorders

Impact of COVID-19 increases demand for solutions among women aged 16-24 with acne-prone skin

Figure 24: Skin disorders, by gender and age group – Brazil, August 2020

Figure 25: Products to treat “maskne” caused by prolonged use of face masks

Brands could offer more lightening treatment options to women suffering from melasma

Figure 26: Skin disorders, by gender and parental status – Brazil, August 2020

Figure 27: Facial care products for melasma treatment

Black skin consumers with atopic dermatitis may be interested in deep nutrition products

Figure 28: Skin disorders before the outbreak of COVID-19, by color of the skin – Brazil, August 2020

Figure 29: Products for intense hydration of body skin

Harmful Elements to the Skin

Baby boomers show great interest in hand sanitizers with moisturizing action

Figure 30: Harmful elements to the skin, by generation – Brazil, August 2020

Figure 31: Hand sanitizers with moisturizing action

Brazilians who suffer from rosacea are the most concerned about exposure to blue light

Figure 32: Harmful elements to the skin, by skin disorders – Brazil, August 2020

Figure 33: Facial skincare products that offer blue light protection

Brands can offer anti-pollution treatments to consumers with fair skin that suffer with acne

Figure 34: Harmful elements to the skin, by color of the skin – Brazil, August 2020

Figure 35: Anti-pollution facial skincare products

Facial Skincare Products Used

Facial toners may increase penetration among Brazilians with acne-prone skin

Figure 36: Facial skincare products used, by skin disorders – Brazil, August 2020

Figure 37: Facial toners recommended for acne-prone skin

Facial scrubs are challenged to offer exclusive formulas for black skins

Figure 38: Facial skincare products used, by color of the skin – Brazil, August 2020

Figure 39: Facial scrubs suitable for black skins

Facial moisturizers can innovate by offering protection against internal pollution to mature skin

Figure 40: Facial skincare products used, by gender and age group – Brazil, August 2020

Figure 41: Facial moisturizers that protect the skin from internal pollution

Body Skincare Products Used

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

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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

Brazilians with psoriasis find few body moisturizers suitable for this skin disorder

Figure 42: Body skincare products used, by skin disorders – Brazil, August 2020

Figure 43: Body lotions developed for psoriasis skin

Body oils gain prominence among AB consumers who seek wellbeing

Figure 44: Body skincare products used, by socioeconomic group – Brazil, August 2020

Figure 45: Body oils that communicate holistic benefits

Soap brands are challenged to combine natural formula with antibacterial efficacy

Figure 46: Body skincare products used, by parental status – Brazil, August 2020

Figure 47: Liquid body soaps with natural and antibacterial claims

Important Claims for Skin Protection

Women aged 16-34 have an interest in antioxidant sunscreens

Figure 48: Important claims for skin protection, by gender and age group – Brazil, April 2020

Figure 49: Sunscreen with antioxidant and anti-pollution claims

Sunscreens can attract consumers with acne-prone skin through non-comedogenic formulations

Figure 50: Important claims for skin protection, by skin disorders – Brazil, August 2020

Figure 51: Non-comedogenic and moisturizing sunscreens

Consumers with atopic dermatitis have an interest in formulas that strengthen skin's protective barrier

Figure 52: Important claims for skin protection, by skin disorders – Brazil, August 2020

Figure 53: Body and facial sunscreens that strengthen skin's protection barrier

Attitudes toward the Use of Sunscreen

Men aged 16-34 need to be educated about the importance of using sunscreen even on cloudy days

Figure 54: Attitudes towards the use of sunscreen, by gender and age group – Brazil, August 2020

Figure 55: Body and facial sunscreens with invisible formula

Prolonged use of face mask raises concerns among Brazilians whose skin burns easily

Figure 56: Attitudes towards the use of sunscreen, by skin disorders – Brazil, August 2020

Figure 57: Facial sunscreens to use on the go

Purchase Behavior of Sunscreens

Tinted sunscreens may be an alternative for women who want to reduce makeup use

Figure 58: Purchase behavior of sunscreens, by gender – Brazil, August 2020

Figure 59: Colored facial sunscreens

Hand creams that combine moisturizing action and UV protection attract AB consumers

Figure 60: Purchase behavior of sunscreens, by socioeconomic group – Brazil, August 2020

Figure 61: Moisturizing hand creams with UV protection

Attitudes toward Skin Protection

Brazilians are concerned, but do not understand the impact of blue light on skin

Figure 62: Attitudes toward skin protection, by harmful elements to the skin – Brazil, August 2020

Figure 63: Boticário shows anti-aging results of its Make B. Hyaluronic SPF 70 Protective Liquid Foundation

Figure 64: Natura promotes products that protect against blue light

**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

Skin Protection: Incl Impact of COVID-19 - Brazil - November 2020

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

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

Figure 65: Goodhabit publishes information about blue light on social media

Skin protection products can combine emotional health benefits

Figure 66: Attitudes toward skin protection, by gender – Brazil, August 2020

Figure 67: Products that offer skin protection associated with emotional wellbeing

Appendix – Abbreviations

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