

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

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“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.

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## DID YOU KNOW?

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- Sunscreens could develop formulations that help prevent atopic dermatitis

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- 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

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

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

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