

The Beauty Consumer - Brazil - February 2021

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This report looks at the following areas:

On the other hand, Brazilians have also adopted a more minimalistic routine, including natural hair styles and simpler skincare practices. The form of interaction and experimentation will require the use of technologies, both in the physical and digital environment.

- Impacts of COVID-19 on consumer habits toward beauty products.
- Brazilians' beauty and personal care routines, considering different hair and skin types, during and after the COVID-19 pandemic.
- Beauty attitudes related to wellbeing, and opportunities for brands to explore holistic benefits.
- Important claims in beauty and personal care products across different demographics.
- Clean beauty indicators, considering attributes related to ethics and sustainability.
- Brazilians' interest in technological innovations in the next normal.



"The pandemic has increased the demand for health benefits, both physical and mental, leading to the ritualization of beauty and personal care routines, and connecting them to the concept of self-care."

– Amanda Caridad, Beauty and Personal Care Senior Analyst

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- ANVISA introduces new label regulation for personal care products, cosmetics and fragrances

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- Trade balance in the personal hygiene, cosmetics and fragrances sector records an unprecedented surplus

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- **Ethical and sustainable attitudes gain relevance among consumers from different profiles**
- **Technology becomes paramount in the interactions between brands and consumers**

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