

Personal Hygiene Habits - Brazil - March 2021

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- Impacts of COVID-19 on the personal hygiene category
- Consumption of personal hygiene products, including the segments of bath products, oral hygiene, intimate hygiene and paper products, including tissues and toilet paper
- Most important attributes on bath and shower products and oral hygiene products
- Shopping behaviors of personal care products in different channels, including physical and online retailers
- Brazilians' interest in innovation in products, formats and interactions with personal hygiene brands
- Personal hygiene routines of different demographic groups under the impact of the pandemic

During the COVID-19 pandemic, the personal hygiene category has reaffirmed its importance, thanks to the hygiene measures adopted to contain the spread of the coronavirus. The adoption of routines focused on health and cleanness has opened space for segments that had low penetration in the Brazilian market, such as liquid soaps, hand sanitizers and wet wipes. Showering has become, in addition to an important stage of personal hygiene, a moment of relaxation and reconnection, as many consumers have tried to find new ways of relieving stress and anxiety. This creates an opportunity for bath and shower products to innovate with formulas that combine the functional benefits of cleaning and protection against microorganisms (eg bacteria, viruses) to those related to emotional wellbeing. When social interactions resume, brands could innovate by offering products that can be used on the go, since Brazilians will keep these new hygiene and disinfection habits, especially outside the home.



“The COVID-19 pandemic has raised the importance of personal hygiene categories. Despite the social isolation, Brazilians have adopted more intense hygiene habits, including in their routines the use of products hitherto considered niches, such as liquid soap, hand sanitizer and wet wipes. ”

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

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