

Haircare - Brazil - April 2021

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- Impacts of COVID-19 on the haircare category
- Haircare products consumption among different demographic groups, considering different types of hair and scalp
- Most important attributes in haircare products
- Analysis of the main demographic groups that have suffered from hair and/or scalp disorders, investigating the reasons that have contributed to such disorders
- Interest in haircare innovations in packaging, ingredients and concepts
- Haircare routines under the impact of the COVID-19 pandemic

Different from other markets, Brazil's haircare category has reaffirmed its essentiality, even during the COVID-19 pandemic. The survey conducted for this Report reveals a massive consumption of basic items such as shampoo, conditioner and hair masks, reinforcing the possibility of expanding treatment-related items such as oils and serums. As showering and other hygiene routines have become more frequent, Brazilians have also washed their hair more often, generating higher demand for products that offer hair protection.

The closing of beauty salons, coupled with the fact that consumers are worried about being exposed to the coronavirus, has brought the opportunity for professional brands to develop products that offer salon results at home, opening up space for these brands to expand their presence in physical and online retail. In the case of hair dyes, there have been two important movements: consumers who have decided to accept their natural hair color and have stopped dyeing their hair and consumers who have colored their hair on their own at home. Considering the second group, there should be a demand for products that are safe to use at home and offer long lasting results.

Finally, the socioeconomic impact of the pandemic is still a point of concern, as consumers have adopted a more conservative shopping habit, seeking



“During the COVID-19 pandemic, two movements have driven the haircare category: the search for minimalist routines characterized by the transition to natural and a higher interest in professional treatments that can be done at home. Brazilian consumers demonstrate an interest in innovations that provide sustainability, convenience and personalization.”

– Amanda Caridad, Beauty

and Personal Care Senior Analyst
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affordable brands even in the categories that are considered essential, which has resulted in greater competition among the main mass-consumption brands.

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