

Color Cosmetics - Brazil - 2021

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This report looks at the following areas:

- Impacts of COVID-19 on color cosmetics
- Makeup consumption habits by skin type and color
- Nail products consumption habits
- Important claims in makeup products
- Attitudes toward the use of makeup and nail products



“The makeup segment has suffered the most the impacts generated by the COVID-19 pandemic, especially due to social restrictions and the worsening of the economic recession in Brazil.”

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

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