

Ingredient Trends in Beauty and Personal Care - Brazil - 2021

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This report looks at the following areas:

- Influence of hair and skin types on consumer attitudes toward ingredients
- Analysis of consumer interest in ingredients
- Reasons why consumers search for ingredients
- Resources most used by consumers to learn about ingredients
- Consumer awareness of functional and active ingredients in beauty and personal care products
- Ingredient innovation opportunities across different product categories

The survey conducted for this Report reveals that, during the COVID-19 pandemic, Brazilian consumers have become more interested in ingredient-related information for beauty and personal care products. In addition to concerns about the health risks of certain ingredients, consumers want to better understand the effectiveness of products. Interest in ingredients is also driven by growing awareness of environmental impact, as well as a growing appreciation of ethical credentials, such as respect for biodiversity and animal welfare.

In general, some of the main functional ingredients are still unknown by a relevant portion of consumers, while more classic active ingredients have a positive perception among most respondents, revealing the importance of campaigns focused on ingredients and their differentials. Science will continue to be celebrated among consumers, who will begin to guide their choices toward products that offer clinical evidence of the promised benefits.



“The pandemic has made health and safety a priority, leading Brazilian consumers to seek greater transparency and scientific evidence from beauty and personal care products. The lack of knowledge on functional ingredients indicates the need to raise awareness around these substances.”

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

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