

Young Beauty Consumers - Brazil - 2022

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This report looks at the following areas:

- Influence of hair texture and skin types on attitudes and behaviors toward beauty
- Analysis on the use of beauty products, considering different demographics and lifestyles
- Analysis of beauty routines and their relationship with attributes valued by consumers
- How young people define beauty and how it influences the way they consume beauty products
- Attitudes and behaviors toward the consumption of beauty products

The issues of inclusion, representation and ethics have become essential to maintain the loyalty of these consumers, challenging brands to incorporate this discourse into their campaigns and products.

Despite having their beauty routines, young consumers aged 16–34 demonstrate an interest in less complex and more functional beauty routines, favoring more natural solutions that meet their needs. Holistic beauty has gained space as these consumers have become aware of the impacts of their physical and mental health on their appearance.



"In a context where young consumers have been particularly affected by the worsening of the socio-economic crisis, beauty brands find a consumer who is more conservative in terms of spending but who also seeks solutions that celebrate their individuality and reflect their moral values."

- Amanda Caridad, Beauty and Personal Care Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Market overview
- Analyst outlook
Figure 1: Analyst outlook for the beauty category, 2022
- Challenges
- Hair dyes should expand exclusive options for curly hair
- Inclusive beauty agenda gains strength and challenges brands to incorporate changes in their communication
- Brands can break standards and stigmas in relation to the duality imposed on beauty and intellectuality
- Opportunities
- Skincare devices can be positioned as self-care tools
- Facial skincare brands can explore relationship between hormonal health and skin appearance among women who follow holistic routines
- Pet segment brings opportunity for beauty products to become more universal

MARKET DRIVERS

- Unemployment keeps affecting a large part of young Brazilians

KEY PLAYERS

- Companies and brands
- Natura celebrates face-to-face meetings at Christmas 2021
Figure 2: Natura's Christmas 2021 campaign, Brazil, 2021
- Boticário reflects on the return of connections at Christmas and unveils the Olfactory Research Center
Figure 3: Boticário's Christmas 2021 campaign – Brazil, 2021
- Avon Institute educates about consent on social media
Figure 4: Avon Institute's campaign, Brazil, 2021
- Podcasts become a new channel for debates on topics relevant to women
Figure 5: Johnson & Johnson partners with the Mamilos podcast to talk about the different phases of care
Figure 6: Natura Tododia and Dove partnered with the Obvious podcast

What's included

Executive Summary

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Powerpoint Presentation

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- **Avon proposes reflection on the health of trans people during "Violet Month"**
Figure 7: Violet Month, Brazil, 2021
- **Natura Tododia releases new clip**
Figure 8: Duda Beat features Li Saumet, Brazil, 2021
- **La Roche Posay creates the first reality show for oily skin on Instagram**
Figure 9: La Roche Posay's campaign, Brazil, 2021
- **L'Oréal Professionnel guides hair transition of Mara, Amaro's virtual assistant**
Figure 10: Mara makes hair transition with L'Oréal Professionnel, Brazil, 2021
- **Case Study**
- **We Pink marks Virginia Fonseca's successful debut as a beauty entrepreneur**
Figure 11: Virginia Fonseca launches its first beauty brand, Brazil, 2021
- **Veracity is a pioneer in developing skincare products according to hormonal analysis**
Figure 12: Veracity Skincare offers hormonal testing and individualized skincare solutions

BEAUTY PRODUCTS PURCHASE

- **Hair dyes should expand exclusive options for curly hair**
Figure 13: Beauty products purchase, by hair texture, 2021
Figure 14: Examples of hair dyes with ammonia-free formulas that offer hair treatment while coloring
- **Skincare devices can be positioned as self-care tools**
Figure 15: Beauty products purchase, by skin type, 2021
Figure 16: Foreo explains T-Sonic, Brazil, 2021
Figure 17: Océane presents 3D Facial Roller, Brazil, 2021
- **In addition to funny messages, children's nail polishes must offer security and contemplate values defended by parents**
Figure 18: Beauty products purchase, by children living in the household, 2021
Figure 19: Impala offers exclusive nail polishes for children and adults
Figure 20: Nail polish for children

BEAUTY ROUTINES

- **Perfumes can be added to beauty routines that value naturalness and sustainability**
Figure 21: Beauty routines, by student status, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 22: Perfumes with natural and sustainable positioning

- **Social media can help consumers who opt for more complex routines choose products**

Figure 23: Beauty routines, by remote work, 2021

Figure 24: Seda helps consumers choose haircare products, Brazil, 2021

- **Facial skincare brands can explore the relationship between hormonal health and skin appearance among women who follow holistic routines**

Figure 25: Beauty routines, by gender and age group, 2021

Figure 26: L'Oréal and Clue offer skincare tips

DEFINITION OF BEING BEAUTIFUL

- **Inclusive beauty agenda gains strength and challenges brands to incorporate changes in their communication**

Figure 27: Definition of being beautiful, 2021

Figure 28: Tula Skincare ad on The New York Times, US, 2021

Figure 29: Positive Beauty's campaign, 2021

- **Brands can break standards and stigmas in relation to the duality imposed on beauty and intellectuality**

Figure 30: Definition of being beautiful, by student status, 2021

Figure 31: Djamila Ribeiro stars Quem disse, Berenice? campaign, Brazil, 2021

Figure 32: QDB campaign, 2021

Figure 33: Gabriela Prioli is a new ambassador for Blond Me, Brazil, 2021

Figure 34: FAB AID 2021 Competition, US, 2021

IMPORTANT BEAUTY INFLUENCERS

- **Gen Zs are more likely to be attracted by ethical credentials than Millennials**

Figure 35: Important beauty influencers, by generation, 2021

Figure 36: Products with clear ethical and sustainable credentials

- **Personalization is an approach that can appeal to young people with oily skin**

Figure 37: Important beauty influencers, by skin type, 2021

Figure 38: Tailor Skin offers customized solutions for those with oily skin

Figure 39: Q.Lab is a customized solution for facial skincare

- **Multipurpose products can help consumers with coily hair save money**

Figure 40: Important beauty influencers, by hair texture, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 41: Products with a multipurpose approach for curly hair

SHOPPING BEHAVIORS

- **Pre-purchase product experimentation can appeal to women on a tighter budget**

Figure 42: Shopping behaviors, by gender and age, 2021

Figure 43: Sallve and Natura offer kits for testing their products

- **Convenience stores are new strategic space for selling cosmetics to young people with busy lifestyles**

Figure 44: Shopping behaviors, by working and student status, 2021

Figure 45: Convenience stores in Japan offer affordable beauty products

- **Makeup brands can offer fun through entertainment-inspired collections**

Figure 46: Shopping behaviors, by gender and age, 2021

Figure 47: MAC Disney Cruella collection

Figure 48: Makeup lines inspired by movies, series and sports

ATTITUDES TOWARD BEAUTY PRODUCTS AND BRANDS

- **Beauty brands can enter the pet segment by taking a universal approach**

Figure 49: Attitudes toward beauty products and brands, by pet ownership, 2021

Figure 50: Pet products inspired by products for humans

- **Astrology is a topic of interest for Gen Zs who follow holistic beauty routines**

Figure 51: Attitudes toward beauty products and brands, by generation, 2021

Figure 52: Astrology-inspired makeup products

APPENDIX – ABBREVIATIONS

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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