



Young Beauty Consumers - Brazil - 2022

Report Price: £3265 | \$4495 | €3940

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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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