

Color Cosmetics - Brazil - 2022

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This report looks at the following areas:

- Skin types and colors and their influence on the choice of makeup products
- Use of makeup and nail care products, considering different demographics and lifestyles
- Makeup routines
- Nail care routines
- Attitudes toward diversity, equity and inclusion

The COVID-19 vaccine, the relaxation of face mask usage and the resumption of social interactions have boosted makeup consumption in Brazil. Still, brands need to adapt to consumers' new priorities, as they are interested in hybrid products that are an extension of their facial skincare routines. For their eyes they want items that help them get more voluminous eyebrows and eyelashes.

The nail polish segment continues to show resilience, especially when consumers seek wellness-focused routines, with a preference for colorful, fun nails that help them express their feelings and identity.

Brazilian consumers are increasingly aware of agendas related to diversity, equity and inclusion, challenging brands to incorporate more authentic and genuine initiatives to support marginalized groups, such as the disabled, Blacks and the LGBTQ+ community.



“Brazilian consumers seem to be returning to their makeup routines. The search for relaxation and fun can boost visuals that help consumers express their feelings and identity. The diversity, equity and inclusion agenda gains strength, reinforcing the importance of investing in products and campaigns that are representative.”

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

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