

Beauty Retailing - Brazil - July 2013

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“Higher purchasing power, a growing economically active population, and a wider provision of value-added products are driving the growth of the Brazilian health and beauty retail sector.”

– Clarissa Bueno de Almeida, Senior Retail Analyst

This report looks at the following areas:

- How has the health and beauty retail sector developed in Brazil and what is the growth forecast for the next five years?
- Why must Brazilian beauty retail target male consumers? How do men behave and what are their preferences in terms of beauty products?
- What are the differences in preferences and buying behavior between younger and more mature women? What are the differences between women in different socioeconomic groups?
- What are the opportunities for direct selling companies to increase sales?
- How does the performance of different channels vary from one region to another and why is it so important to adopt both regional and local strategies in Brazil?

This report discusses beauty retailing in Brazil. The data related to the Brazilian health and beauty retailing sector include sales of all types of products (except medicinal products) and services found in pharmacies, drug stores, cosmetic stores, perfume stores, and online sales of these retailers, provided that they operate mainly with physical stores.

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