

Deodorants - Brazil - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“For Brazilians, deodorants are a personal care ‘staple’ with most people using it more than once a day.”
– Renata Pompa de Moura, Research Sector Manager

This report looks at the following areas:

- What are the leading formats and consumer trends?
- How can brands increase frequency of use and loyalty in some demographic groups?
- How can brand diversify effectiveness in protection?
- What innovations consumers are interested in trying and willing to pay more for?
- What are the attributes and benefits in deodorant that are more relevant to users?

Despite its almost universal use, the market continues to show a significant growth, driven mainly by the consumer's desire for higher value-added products. Innovations such as non-staining formulations, technology that provides superior protection against sweat and odor, formulations free from chemical ingredients and with added benefits such as moisturizers, hold appeal and will continue to drive consumers' engagement in the next years to come.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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