Brazilian pharmacies face fierce competition. With so many drugstores trying to attract consumers, they will need to adapt to the modern era, offering mobile apps that facilitate the purchasing process and improve the communication with pharmacists, for example.

- Juliana Martins, Beauty and Personal Care Products Senior Specialist

This report looks at the following areas:

- Brazil launches few feminine hygiene products
- Aging population requires pharmacies’ attention

Due to the sales of essential products, pharmacies had good results in 2017 in Brazil, with an 8% growth compared to 2016, reaching R$103.5 billion. A combination of low inflation, slight recovery in the labor market, and aging population has raised demand and contributed to this improvement.
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