

Men's Attitudes to BPC - Brazil - May 2018

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“The BPC products for men have challenges to overcome. Most men with a beard and mustache do not use facial hair product. Barbershops need to find ways to attract these consumers, as many still shave and trim their beard and mustache at home. Brands can partner with barbershops and develop products that make men’s life easier.”

- Juliana Martins, Beauty & Personal Care Specialist

This report looks at the following areas:

- Virtual and augmented reality can improve sales experience
- Brands need to rethink the communication of hair regrowth products
- Barbershops can invest in videos to attract men who shave at home
- Participation of men in the labor market can boost sales
- Deodorants can innovate with both male and unisex products
- Antiperspirants can innovate in terms of technology and format
- Social media can “humanize” brands and bring them closer to consumers

The beauty and personal care sector have been more inclined to develop unisex products. However, a significant number of male consumers seek products specifically developed for men, such as fragrances and deodorants, thus brands need to understand their needs and what benefits they are looking for. According to the survey conducted for this Report, male consumers are interested in antiperspirant body care products, fragrances that help them relax, and shampoos that gradually reduce gray hair with each wash, for example.

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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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Several websites have arisen to sell cosmetics for men

The Southern region is an important industrial pole for cosmetics

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Ads aimed at men bring good-humored communications

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