

Soap, Bath and Shower Products - Brazil - January 2019

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Brands need to rethink their manufacturing processes
- Consumers see liquid soap as safer and gentler than bar soap

Three companies lead Brazil's soap, bath and shower products market: Unilever, Colgate-Palmolive, and Natura. These companies have together more than half of the sector's market share in the country. In recent years, they have brought differentiation to the market, such as anti-bacterial products for mass use (due to the Influenza A virus). Brands, however, need to keep innovating. Probiotic-based products are a good example, following the trend of using good bacteria present in cosmetics in the segment of beauty and personal care.



"The soap, bath and shower products market has some challenges in Brazil. The industry needs to be aware of the risks certain materials can cause to the environment and to people, such as microplastics in scrubs, for example."

– Juliana Martins, Beauty and Personal Care Senior Specialist

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Challenges
- Brands need to rethink their manufacturing processes
- Consumers see liquid soap as safer and gentler than bar soap
- Opportunities
- Liquid soaps that get food smell off the hands can appeal to DE consumers

Figure 1: Bar body shower soap vs. liquid body wash/shower gel, November 2018

- Sponges soaked with facial or body soaps can bring innovation to the market
- Single-use products could decrease the chances of sharing between people
- What we think

Figure 2: Products used, by selected product and socioeconomic group, November 2018

Figure 3: Attitudes toward soap, bath and shower products, by selected attitude and gender, November 2018

Figure 4: Behaviors toward soap, bath and shower products, by gender, November 2018

MARKET DRIVERS

- Water scarcity must be taken into consideration during the manufacturing process
- Growing access to the internet can boost sales of products that protect the skin against the blue light
- Soaps can take advantage of opportunities that arise with global warming and pollution
- There is an opportunity for brands to invest more in products for mature skin
- The dollar can increase the final price of products

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Three companies have more than half of the market share
- Brands reposition their products
- Innovations from abroad could bring differentiation to Brazil

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Kleenex and Alepia innovate in different ways**

MARKET SHARE

- **Unilever dominates the category of shower products**
Figure 5: Companies' shares in the retail market of soap, bath and shower products, by value, Brazil, 2016-17

MARKETING CAMPAIGNS AND ACTIONS

- **Francis' soaps have been repositioned**
Figure 6: Francis campaign, August 2018
- **Francis makes a promotion to engage with consumers**
Figure 7: Francis campaign, August 2018
- **Natura offers customization of soaps for Valentine's Day**
- **Dermafeme presents country singers as ambassadors of the brand**
Figure 8: Dermafeme campaign, August 2018
- **Lux Botanicals launches various efforts to celebrate a new concept**
Figure 9: Lux Botanicals campaign, July 2018
- **Protex launches a new line with products' samples**
- **Johnson & Johnson renews its line of products for children**
- **L'Occitane au Brésil partner with an optical shop**
- **Natura and Azul airline distribute soap to passengers**
- **Mothers receive homage from the Baby Dove campaign**
Figure 10: Baby Dove campaign, May 2018
- **Dermacyd launches new intimate soap**
Figure 11: Dermacyd campaign, May 2017

WHO'S INNOVATING?

- **Antibacterial soaps can benefit from the probiotics trend**
Figure 12: Global launches of soap, bath and shower products positioned as "antibacterial," top 5 countries and Brazil, Jan 2010-Dec 2018
- **Products have the power to give consumers a unique sensory experience**
Figure 13: Global launches of soap, bath and shower products positioned as "seasonal," top 5 countries and Brazil, Jan 2015-Nov 2018
- **Soaps that control odor can bring innovation to the male audience**
Figure 14: Global launches of soap, bath and shower products positioned as "male," Jan 2016-Nov 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

CASE STUDIES

- **Kleenex launches bar soap in Mexico**
Figure 15: Kleenex campaign, August 2015
- **Alepia recreates ancestry soaps from Aleppo**
Figure 16: Alepia campaign, March 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Brazilians have an interest in products such as body scrub**
- **Some consumers shower in the morning to wake themselves up**
- **Consumers show how they differentiate bar and liquid soaps**
- **Millennials can be attracted by natural products and women by innovative sponges**
- **Many Brazilians store soaps at home**

PRODUCTS USED

- **Multifunctional scrubs can bring innovation to the market**
Figure 17: Products used, by selected products, November 2018
- **DE consumers may be interested in liquid hand soaps that get food smell off**
Figure 18: Products used, by selected product and socioeconomic group, November 2018
- **Multifunctional bar soaps can attract women aged 55+**
Figure 19: Products used, by selected product and women age, November 2018

SHOWER BEHAVIORS

- **Coffee- and guaraná-based formulas could help consumers feel awake in the morning**
Figure 20: Shower behaviors, November 2018
- **Facial cleaning soaps in stick format can help those who shower more than once a day**
Figure 21: Shower behaviors, by selected behavior and interest in products, November 2018
- **Products that are quick to use and facilitate shaving can attract young men**
Figure 22: Shower behaviors, by selected behavior and men age, November 2018

BAR BODY SHOWER SOAP VS LIQUID BODY WASH/SHOWER GEL

- **Bar soaps can be seen as gentler and safer for sensitive skin**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 23: Bar body shower soap vs liquid body wash/shower gel, November 2018
- **Complete lines of home products with strong fragrances could please AB consumers**
Figure 24: Bar body shower soap vs. liquid body wash/shower gel, by socioeconomic group, November 2018
 - **Brands and stores can encourage men to buy refill liquid soaps**
Figure 25: Bar body shower soap vs liquid body wash/shower gel, by gender, November 2018
Figure 26: Lush Naked Shower Gel campaign, September 2017

ATTITUDES TOWARD SOAP, BATH AND SHOWER PRODUCTS

- **Millennials would pay more for products with natural ingredients**
Figure 27: Attitudes toward soap, bath and shower products, November 2018
- **Sponges soaked with facial or body soaps can bring innovation to the market**
Figure 28: Attitudes toward soap, bath and shower products, by selected attitude and gender, November 2018

BEHAVIORS TOWARD SOAP, BATH AND SHOWER PRODUCTS

- **Direct sales brands could make promotions to attract those aged 55+**
Figure 29: Behaviors toward soap, bath and shower products, November 2018
- **Single-use products could decrease the chances of sharing between people**
Figure 30: Behaviors toward soap, bath and shower products, by gender, November 2018
- **Soaps with specific claims could make fewer men use the same soap to wash their hands and take a shower**
Figure 31: Behaviors toward soap, bath and shower products, by gender, November 2018

APPENDIX – ABBREVIATIONS

- **Abbreviations**

APPENDIX – MARKET SIZE

- **Market size**
Figure 32: Retail sales of soap, bath and shower products, by value – Brazil, 2013–17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Soap, Bath and Shower Products - Brazil - January 2019

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

- **Market share**

Figure 33: Companies' shares in the retail market of soap, bath and shower products, by value, Brazil, 2016-17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.