

## Baby and Children Personal Care Products - Identifying the Gaps by Understanding the Consumer - Brazil - July 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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



"The category of baby and children personal care products should keep developing according to the parents' demands. The beauty habits are changing, and consumers who buy products for their children are picky."

– **Juliana Martins, Beauty and Personal Care Senior Specialist**

This report looks at the following areas:

- Disposable diapers need to become eco-friendly
- Parents prefer products made specifically for children
- Dermocosmetics for children are still a niche

Gentle and natural ingredients, UV ray protection and made for specific stages in child's development, for example, are more important than a low price for customers when choosing products in the segment. This is an indication that safety is above anything else. Brands and companies, therefore, should develop products that are gentle, safe and sustainable."

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
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

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Baby and Children Personal Care Products - Identifying the Gaps by Understanding the Consumer - Brazil - July 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Challenges

Disposable diapers need to become eco-friendly

Parents prefer products made specifically for children

Figure 1: Attitudes toward products, April 2019

Dermocosmetics for children are still a niche

Figure 2: Purchase influencers, April 2019

Opportunities

Rash cream can innovate with new formats

Figure 3: Format and texture type preferences, April 2019

Products with natural ingredients appeal to parents

Figure 4: Attitudes toward products, by children living in the household, April 2019

Wet wipes can bring new functionality

Figure 5: Attitudes toward products, "I only use baby wipes when I'm away from home with my child," April 2019

What we think

### Market Drivers

Products for children need to adapt to the sustainability trend

Figure 6: Wiona Hypoallergenic and Biodegradable Diapers, June 2015

Zika virus brings opportunities to the market for children

Worldwide, over half of school-aged children suffer from tooth decay

Atopic dermatitis affects 13.7% of children aged 14 and under

### Key Players – What You Need to Know

Relaunches and innovative actions drive the category

Survey shows men's participation in child care, concern with UV rays and interest in products that offer relaxation

Products made for specific ages and safe ingredients can stand out

### Marketing Campaigns and Actions

Personal care products

J&J repositions all its baby and children products

Figure 7: J&J campaign, January 2019

J&J launches a movement to celebrate Mother's Day

Figure 8: J&J campaign, May 2019

O Boticário's Boti Baby line is relaunched with new characters

Figure 9: O Boticário campaign, July 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Baby and Children Personal Care Products - Identifying the Gaps by Understanding the Consumer - Brazil - July 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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

Sorriso launches toothpaste for kids

Condor and Mattel partner to launch products with Hot Wheels brand

Huggies launches a challenge for parents to test wet wipes

Figure 10: Huggies campaign, September 2018

Disposable diapers

Natura installs changing rooms in men's toilets in Brazil

Figure 11: Natura campaign, October 2018

Pom Pom celebrates 50th anniversary with a new ambassador and new diapers

Figure 12: Pom Pom campaign, September 2018

Pampers and Easy Taxi team up

Bepantol Baby encourages men to take care of their children

Figure 13: Bepantol Baby campaign, April 2019

## Who's Innovating?

There is space for brands to reach out directly to men with children

Figure 14: Global launches of baby and children personal care products, top 5 countries, January 2016-May 2019

Figure 15: Natura campaign, November 2018

Figure 16: Pampers Pure campaign, August 2018

Figure 17: Pompis campaign, January 2016

Figure 18: Dove Men+Care campaign, March 2019

Parents have great concern with UV rays

Figure 19: Launches of baby and children personal care products, Latin America, January 2016-May 2019

Brands can innovate with products that help babies and children relax

Figure 20: Launches of baby and children personal care products, January 2016-May 2019

## Case Studies

Products made for certain ages are launched in France

The Honest Company explains how its products are made

Figure 21: The Honest Company campaign, May 2018

## The Consumer – What You Need to Know

Disposable diapers and swim diapers could bring more innovations

Using safe ingredients is essential for children's products

Category has space to develop dermocosmetics for children

Over half of the parents have an interest in sustainable products

Parents prefer products made specifically for children

## Products Purchased and Format and Texture Type Preferences

Disposable diapers need to innovate

Figure 22: Products purchased, April 2019

Figure 23: Huggies Made By You campaign, US, June 2018

Perfumes with children's characters can boost consumption

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Baby and Children Personal Care Products - Identifying the Gaps by Understanding the Consumer - Brazil - July 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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

Figure 24: Products purchased, by fragrance/cologne and children living in the household, April 2019

Swim diapers can appeal even more to AB consumers

Figure 25: Products purchased, by swim diapers for the swimming pool/beach and socioeconomic group, April 2019

Rash cream can be more innovative

Figure 26: Format and texture type preferences, April 2019

## Important Purchase Factors

Products with gentle ingredients are important for parents

Figure 27: Important purchase factors, April 2019

Analysis identifies the ideal benefits for a children's product

Figure 28: TURF analysis, important purchase factors, April 2019

Natural haircare products for specific hair types can attract some parents

Figure 29: Important purchase factors, April 2019

## Purchasing Influencers

Dermocosmetics for children have space to grow

Figure 30: Purchase influencers, April 2019

New technologies can appeal to Millennial parents

Figure 31: Purchase influencers, by generation, April 2019

Figure 32: Grush campaign, May 2016

## Behaviors toward Products

Parents have an interest in sustainable products for children

Figure 33: Behaviors toward products, April 2019

Makeup containing sunscreen can boost consumption

Figure 34: Behaviors toward products, by children living in the household, April 2019

Millennial parents can be attracted by apps that inform them about ingredients

Figure 35: Behaviors toward products, by generation, April 2019

## Attitudes toward Products

Parents prefer products made specifically for children

Figure 36: Attitudes toward products, April 2019

Parents believe products with natural ingredients are higher quality and more trustworthy

Figure 37: Attitudes toward products, by children living in the household, April 2019

Wet wipes can expand by offering new functionalities

Figure 38: Attitudes toward products, "I only use baby wipes when I'm away from home with my child," April 2019

## Appendix – Abbreviations

Abbreviations

## Appendix – Market Size and Market Share

Market size

Figure 39: Retail sales of disposable diapers\*, by value, Brazil, 2013-18

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Baby and Children Personal Care Products - Identifying the Gaps by Understanding the Consumer - Brazil - July 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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

### Market share

Figure 40: Leading companies' retail sales share of disposable diapers\*, by value, Brazil, 2017-18

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)