

Color Cosmetics - Consumers' Needs that May Drive Innovation - Brazil - September 2019

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“Brazil’s makeup market has a few challenges to face. There is still a small number of brands focusing on social inclusion and individuality or developing products aimed at older generations. In addition, products such as eyeliners, blushes, and illuminators are more likely to be used for a special occasion only.”

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

This report looks at the following areas:

- **Eyeliners are more likely to be used for a special occasion**
- **Lip makeup with natural ingredients appeals to older generations**
- **Almost half of the Brazilian women do not use facial illuminator**

The consumer survey conducted for this Report reveals which products Brazilian women use for a typical day and which items they use for a special occasion. There are opportunities to boost use of makeups that are used sporadically, such as eyeliners, highlighters, and blushes. In addition, the survey also reveals the benefits sought by consumers when it comes to facial, eyes and lip makeups, the innovations they are interested in and the technologies that appeal to them.

There are opportunities to innovate in terms of textures and formats in order to encourage consumers to use these products on a daily basis. Products that can be used on the go and that can be intermixed, creating unique and customized colors, can also appeal to customers.

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DID YOU KNOW?

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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CoverGirl reaches more than 30 million people with a video that supports individuality

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There is space to boost consumption of BB/CC creams, eyeliners and blushes

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