

# Beauty Influencers - Brazil - January 2020

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## This report looks at the following areas:

- Men have low engagement with beauty influencers, despite the significant consumption of beauty products
- Beauty influencers and brands have the challenge of appealing to those aged 55+ by focusing on exclusive benefits
- Purchase of products via social media is still niche, but everything indicates that it can grow in the future
- Consumers look for content that reflects the reality

Traditional brands, therefore, have started making partnerships with beauty influencers to broaden their scope and enhance customer loyalty, especially among those who have a passion for the beauty universe and want to keep updated on the main trends of the market.



"Beauty influencers have become popular among consumers on social media and have migrated to the beauty and personal care retail market, creating their own brands and reaffirming their potential in the segment."

- Amanda Caridad, Beauty and Personal Care Senior Specialist

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