

Personal Hygiene Habits - Brazil - February 2020

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This report looks at the following areas:

- Wellbeing and sustainability are important for women who buy feminine hygiene products
- Retailers can boost toilet paper online sales offering special prices and delivery options
- Oral care brands can combine the microbiome health and functional benefits with natural formulations

The personal hygiene category has a high penetration among Brazilian consumers, as 91% have bought personal care products and 86% have bought household paper hygiene products in the six months prior to the survey. In order to bring innovative solutions to customers, brands and companies have invested in sustainable products, such as refillable and eco-friendly packaging, which is in accordance with higher demand from consumers for a more sustainable lifestyle. When it comes to feminine hygiene products, different players have been trying to demystify the taboos surrounding the subject (eg menstruation), with communication strategies focused on inclusiveness and empowerment.



Despite the economic turbulence that has pushed Brazilians' purchasing power down, the personal hygiene category is considered essential, which means consumers haven't stopped buying it but have been favoring cheaper brands and retailers. **Amanda Caridad, Beauty & Personal Care Senior Specialist**

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