

# Men's Attitudes toward Beauty and Personal Care: Incl Impact of COVID-19 - Brazil - August 2020

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## This report looks at the following areas:

- The impact of COVID-19 on men's attitudes toward beauty and personal care.
- Brazilian men's habits, behaviors, attitudes and perceptions.
- Usage of products by and analysis of different demographic groups.
- Men's interest in cosmetics and examples from other countries that could be applied in Brazil.
- Product innovations during and after the pandemic.

Brazilian men constitute an important target audience for beauty and personal care brands. Despite the fact that men normally have a simpler beauty routine, they have a high interest in skincare and cosmetic innovations that help them feel more beautiful and confident. Due to the COVID-19 pandemic, however, there has been a relevant behavior change, as the beauty routine has become even simpler (eg men not shaving their beard during the social isolation period).

Nevertheless, men have demonstrated greater awareness about their mental health, and have demanded cosmetic solutions that help them deal with stress and anxiety, seeking self-care experiences at home. Clinical endorsement is paramount for male-specific beauty and personal care brands, especially when it comes to products that claim to tackle problems such as hair loss, dandruff and acne. Brazilian men also have an interest in facial skincare products that cover imperfections and offer a more beautiful and healthy appearance.



"Brazilian men have a simple beauty and personal care routine, and have an interest in products that offer clinically proven benefits. Male-specific cosmetics that offer beauty and personal care benefits could be explored beyond the makeup concept to attract more consumers."

– Amanda Caridad, Beauty & Personal Care Senior Analyst

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## MARKET DRIVERS

- High unemployment may impact purchases of beauty and personal care products
- Wellbeing is an attribute that can be explored by male-specific products
- Online sales can boom in the short and medium term

## KEY PLAYERS – WHAT YOU NEED TO KNOW

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- Face masks and social media ads can be used as strategies to appeal to men who use facial care products**
- Clinical efficacy can boost usage of anti-hair loss conditioners**
- Facial and body sunscreens and oil-based facial soap offer convenience to skincare routine**

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- **Men are more likely to feel encouraged to buy products approved by doctors or from male-specific brands**
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