

December 2015

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– Andre Euphrasio, Research Analyst

Suncare - Brazil

"Suncare lotions/creams are highly used by Brazilians. However, there is space in the market for products with different textures (eg powder) and formats (eg soaps). In addition, suncare products designed for other areas (apart from face and body), such as hair, could appeal to Brazilians."

– Juliana Martins, Beauty ...

November 2015

Babies' and Childrens' Personal Care - Brazil

"The majority of parents with children aged 8-12 at home report buying from one to three personal care products for their children, while a minority of them report buying from 7-12 products. Products that use licensed children's characters or that are endorsed by athletes and/or artists well known by ...

August 2015

Men's Attitudes to BPC - Brazil

"A high percentage of Brazilian men reported being worried about yellow teeth, and are spending more time looking after their oral hygiene. Higher value-added products or those targeted specifically at men could appeal to these consumers who are more worried not only about their appearance but also about their health ...

June 2015

Haircolor - Brazil

"The consumer research shows that 24% of Brazilian consumers think that hair colorants damage hair. In addition, 29% of users look for products with minimal odor; however, "scent free" products are still very rare in Brazil. There is space, therefore, for brands to invest in better communications in order to ...

May 2015

Haircare - Brazil

“Haircare is the top beauty and personal care category in terms of new product launches in Brazil. Well-known brands of shampoo, conditioners, and hairstyling products operating in the country show steady performances in the market, and consumers are on the lookout for innovative and higher value-added products.”

– Juliana ...

April 2015

Color Cosmetics - Brazil

"Many young female users of color cosmetics own more than 10 makeup items. These young women especially look for products to improve their skin texture, as well as products that claim to be waterproof."

– Juliana Martins, Beauty and Personal Care Analyst

February 2015

Bodycare - Brazil

“With their hectic lives, today’s consumers try to optimize their time as much as they can. Multifunctional products were created out of necessity, and body care brands have a great opportunity to follow the multifunctional trend. Hand care products have low penetration in the Brazilian market, and are more associated ...

January 2015

Pharmacy Retailing - Brazil

“Considering the fact that 26% of consumers cite variety of products as an important factor when deciding where to buy, pharmacies and drugstores should offer a wider range of products. Generic medicines are largely popular in pharmacies and drugstores, but not as much as in other countries, such as the ...