

December 2018

Beauty Retailing - Brazil

"Brazil's beauty retailers still perform simple actions to attract consumers to their stores, compared to what has been done in countries such as the US. The competition is getting increasingly fiercer, as pharmacies merge to become stronger and big players in the sector buy smaller brands to increase their ...

November 2018

Fragrances - Brazil

"The fragrance market in Brazil has had one of the best performances in recent years when it comes to retail sales. The national brands expanded their sales channels and brought new fragrances to the market, which, combined with the Brazilian habit of using perfume, helped increase sales. The category, however ...

September 2018

Vitamins and Supplements - Brazil

"Brazil's supplements market goes through a historic moment, with the implementation of a specific legislation for the sector. The new rules should help raise the perception of quality and safety of the products, whose benefits will be scientifically proven. Manufacturers, however, should be aware they will need to redouble ...

Bodycare - Brazil

"Most of Brazilians use body, hand, and foot care products and deodorants only after bathing/showering. There is space, however, for several innovations in these segments. Body masks (similar to face masks), deodorant spray for the whole body and relaxing fragrances are some of the products that can boost consumption ...

July 2018

Color Cosmetics - Brazil

"The category of color cosmetics has several opportunities to innovate in Brazil, offering different formats, textures, and claims. In addition, new technologies have changed the market, thus brands have tried to adapt by offering augmented reality apps, developing marketing actions via social media and appealing to minority groups."

June 2018

Men's Attitudes to BPC - Brazil

“The BPC products for men have some challenges to overcome. It’s more common to see men with a beard and mustache nowadays, for example, but most of them still do not use any facial hair product. In addition, barbershops need to find creative ways to attract these consumers, as the ...

April 2018

Haircare - Brazil

“The Brazilian haircare market is constantly innovating. New trends, such as natural, organic, and vegan products, as well as options for different hair types, such as curly and Afro-textured; new washing techniques, such as no-poo/low-poo; and line extensions, such as post-shampoos, pre-shampoos, and cleansing conditioners have impacted consumption and ...

March 2018

Suncare - Brazil

“Brazil’s suncare products market has been affected by the economic recession, with two consecutive years (2015 and 2016) of retail sales drop. The expectation is more optimistic for the next years, as sales should resume growth as the country’s economy improves. The market, however, still faces fierce competition from other ...

February 2018

Pharmacy Retailing - Brazil

“Brazilian pharmacies face fierce competition. With so many drugstores trying to attract consumers, they will need to adapt to the modern era, offering mobile apps that facilitate the purchasing process and improve the communication with pharmacists, for example. In addition, pharmacies that offer in-store health services, ‘click & collect’ options ...