

## April 2023

### Personal Hygiene Habits - Brazil

"As consumers prioritize their wellbeing, personal hygiene routines have been transformed into a key self-care step, creating opportunity for brands to help consumers create multi-sensory experiences during bath and shower time. In addition to a clear connection with wellness, bath/shower time can be the initial step in consumers' beauty ...

## March 2023

### Hábitos de Higiene Pessoal - Brazil

"Diante da priorização do bem-estar, as rotinas de higiene pessoal foram transformadas em um passo fundamental de autocuidado, criando oportunidade para que as marcas ajudem os consumidores a criar experiências multissensoriais durante o banho. Além da conexão clara com o bem-estar, o banho pode ser o passo inicial das rotinas ...

## February 2023

### Fragrances - Brazil

"The use of scented products is essential in the routines of Brazilian consumers, regardless of whether they are inside or outside the house. Given the importance of smell for Brazilians, the category finds market potential to expand into areas that are still little explored, such as air fresheners for homes ...

## January 2023

### 2023 BPC Trends - Latam - Brazil

This report aims to spotlight the three trends that will impact Latin American consumer demands for beauty and personal care in 2023, over the next few years, as well as 5+ years into the future. These are: Beauty Rx, Evolved Self-Care and New Rules of Engagement.