

July 2014

Facial Skincare - Brazil

“The penetration of facial skincare products in Brazil is still low – only seven in 10 Brazilians use the category. Consumers are sensitive to price, which can be an obstacle for consumption. There are opportunities for companies to use opinion formers to educate consumers about the benefits of facial skincare ...

June 2014

Haircare - Shampoo, Conditioners and Styling Products - Brazil

“Brazil was the country that launched the highest number of haircare products in 2013. Brazilians’ complex haircare routines are reflected in the high number of hair treatment products launched in the category. Growth forecast for the haircare category is promising. Retail channels (including supermarkets, drug stores, and beauty stores) lead ...

Oral Hygiene - Brazil

“The toothbrush and toothpaste segments have high penetration and frequency of use in Brazil, but there are opportunities for companies to develop more specific benefits, such as the addition of vitamins, higher protection and sensitive teeth action, since these attributes are of utmost importance to consumers. Supplementary oral care products ...

April 2014

Suncare - Brazil

“Education about SPF is vital to increase usage – the more confident consumers feel about the right SPF level for their skin the more likely it is for them to use sun protectors. Formulations that dry quickly on the skin and easy-to-apply products are highly appealing to them especially to ...