

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 ...