

**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.

**Upcoming Reports****Hábitos de Higiene Pessoal -  
Brasil - 2023****Personal hygiene habits - Brazil -  
2023**