

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.

Upcoming Reports

Ingredient Trends in Beauty and Personal Care - Brazil - 2023

Facial Skincare - Brazil - 2023

Haircare - Brazil - 2023

BPC Packaging Trends - Brazil - 2023

Vitamins, supplements & OTC - Brazil - 2023

Personal hygiene habits - Brazil - 2023