

July 2022**Household Care Habits - Brazil**

“As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety. Household care brands also have the challenge of addressing issues related to the division of household chores and ...

June 2022**Clean beauty - Brazil**

“The clean beauty movement has been conquering Brazilian consumers, as they are more aware of the impact of their consumption on the environment and value brands and products that are consistent with their moral values. In addition to the concepts involving ethics and sustainability, the movement reinforces consumers’ search for ...

May 2022**Haircare - Brazil**

“Last year was marked by the worsening of Brazil’s socioeconomic crisis, which has affected the haircare category performance. In a context of tighter budgets and search for practicality, Brazilian consumers have preferred natural hair and at-home chemical treatments. Among those with curly and coily hair, the celebration of their ancestry ...