

October 2020

Impact of COVID-19 on BPC - Brazil

“Brazilians were always worried about their hygiene habits, so it’s no surprise that, after the COVID-19 outbreak, those habits are being kept. Having higher awareness of their emotional wellbeing, consumers are looking for products that help them achieve a greater sense of mental wellbeing, a benefit that can be delivered ...

September 2020

Facial Skincare: Incl Impact of COVID-19 - Brazil

“Facial skincare is a growing category in Brazil, with consumers continuously aware of the importance of taking care of their facial skin. During the COVID-19 pandemic, consumers found in the use of beauty products a way to cope with tension while expanding their self-care rituals and adding more products to ...

July 2020

Household Cleaners: Incl Impact of COVID-19 - Brazil

“Household cleaning is an essential activity that has been significantly impacted by the COVID-19 pandemic. Brazilians are interested in products that offer high efficiency and practicality when it comes to disinfecting environments. In addition, refillable formats and concentrated versions have the potential to attract consumers willing to save money.” ...

June 2020

Haircare: Incl Impact of COVID-19 - Brazil

“The haircare market is one of the most important categories for Brazilian consumers, who have adopted a more natural look. As a consequence, the demand for products that offer not only beauty benefits but also



Beauty and Personal Care - Brazil

healthy attributes for the hair and scalp grows
consistently. In addition, consumers want more than ...