

January 2021

Skin Protection: Incl Impact of COVID-19 - Brazil

“Brazilian consumers have been increasingly engaged with skincare and skin protection. Characterized by ethnic diversity, Brazil presents unique challenges and opportunities for the development of skin protection products that respect the physiological differences of each skin tone. The COVID-19 pandemic has raised awareness about harmful elements to the skin, such ...

Men's Attitudes toward Beauty and Personal Care: Incl Impact of COVID-19 - Brazil

“Brazilian men have a simple beauty and personal care routine, and have an interest in products that offer clinically proven benefits. Due to the COVID-19 pandemic, male consumers have adopted a more moderate usage habit, as their financial situation has been impacted by the economic recession. Male-specific cosmetics that offer ...

Home Laundry Products: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has raised the importance of home laundry and brought a new desirable attribute: fabric disinfection. The category’s brands find a favorable scenario for innovations inspired by the cosmetic industry, helping consumers take care of their clothes and prolong their lifespan. Products in concentrated versions can stand out ...

December 2020

Marketing to Over-55s: Incl Impact of COVID-19 - Brazil

“Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies. A quarter of seniors, however, find it difficult to transpose their physical reality to the online world, which means that ...

October 2020

Deodorants and Body Products: Incl Impact of COVID-19 - Brazil

“Body care products and deodorants are part of many Brazilians’ daily routine. In addition to being associated with their personal hygiene, consumers have demonstrated a high interest in formulations that deliver health and wellbeing benefits, by means of

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

aromatherapy-inspired fragrances and textures that awaken their senses. It is likely that ...

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

April 2020

Personal Hygiene Habits - Brazil

Despite the economic turbulence that has pushed Brazilians' purchasing power down, the personal hygiene category is considered essential, which means

consumers haven't stopped buying it but have been favoring cheaper brands and retailers. In addition, the continued interest in eco-friendly products has encouraged brands and companies to offer products with ...

March 2020

Beauty Influencers - Brazil

“Beauty influencers have become popular among consumers on social media and have migrated to the beauty and personal care retail market, creating their own brands and reaffirming their potential in the segment. Traditional brands, therefore, have started making partnerships with beauty influencers to broaden their scope and enhance customer loyalty ...